



MEDAL CAPS: Ruxton Products, Inc., subsidiary of International Printing Ink Corporation, is winner of gold medal award in Modern Packaging's All-America Package Competition, family group classification. Rux-tone inks, adhesives and poster colors are sealed with Phoenix Metal Caps. Rux-tone stamp pad inks packaged in Giles Cans. It is well said: "Those who strive for merit shall attain success."

P H O E N I X M E T A L C A P C O .

2444 W. SIXTEENTH ST., CHICAGO :: 3720 FOURTEENTH AVE., BROOKLYN

MARCH, 1935 1

MODERN PACKAGING



With which is combined PACKAGING ARTS

MARCH, 1935 • VOL. 8² • NUMBER 7

Aug. 1935

CHARLES A. BRESKIN—Publishing Director. D. E. A. CHARLTON—Editor.
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Director. R. N. KALB—Production Manager.



Contents



Included in this issue are the illustrations and full details of the winning packages entered in the National Wine and Liquor Package Competition held in Chicago during the week of March 11. In all, some two hundred packages were entered.

Displayed on the main floor at the Wacker-La Salle Building, 221 N. La Salle St., Chicago, are the medal-winning packages of the 1934 All-America Competition.

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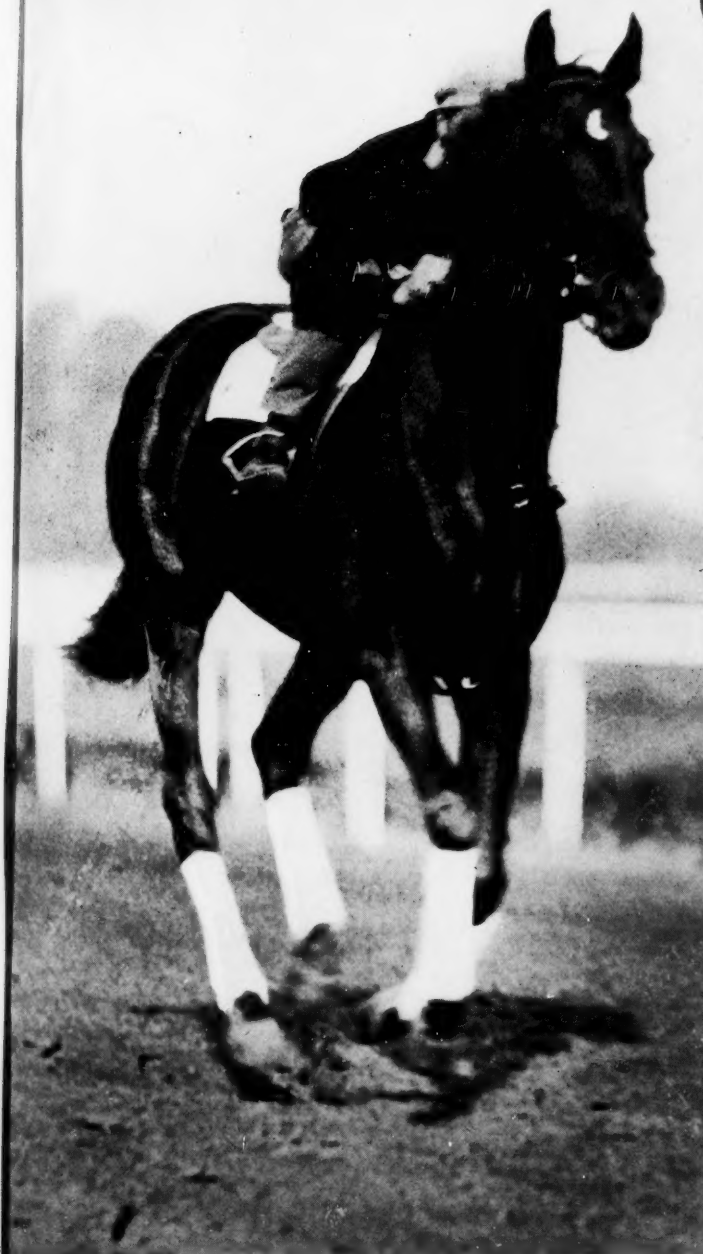
Breskin & Charlton Publishing Corporation, 425 Fourth Ave., New York, N. Y. Telephone Ashland 4-0655. Western Office, 221 N. LaSalle St., Room 620, Chicago, Ill. Telephone Randolph 6336. Subscription \$5.00 per year. Canadian, \$7.00. Foreign, \$6.00. Published on the fifteenth of each month. Also publishers of Packaging Catalog, Modern Plastics and sponsors of the Permanent Packaging Exhibit. Copyright 1935 by Breskin & Charlton Publishing Corporation. Published in Easton, Pa., U. S. A. All rights reserved. Price this issue, 50 cents per copy. Acceptance under the Act of June 5, 1934, at Easton, Pennsylvania. Authorized August 20, 1934.

Ref. 658.7884

Shelved w. 050



*Swift and Effortless
as a Thoroughbred*



- The New REDINGTON Continuous Loading CARTONING MACHINE matches a Derby winner in its smooth, rippling, almost effortless speed.
- Varied products can be cartoned without fuss or noise, without ugly swinging arms—and no cams.
- Bottles, jars, collapsible tubes—practically anything else placed in cartons—are loaded continuously and gently at one-fifth the high operating speed.
- Whether yours is a glued or tuck-end carton, this Redington can *help lower packaging costs*.
- Write for full details about "The Most Complete and Perfect Cartoning Machine yet."
- Send a sample of your product, too.

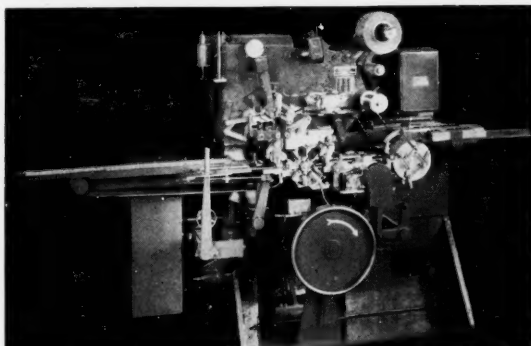
F. B. REDINGTON CO. (Est. 1897)
110-112 So. Sangamon St., Chicago, Ill.

REDINGTON

Continuous Loading CARTONERS

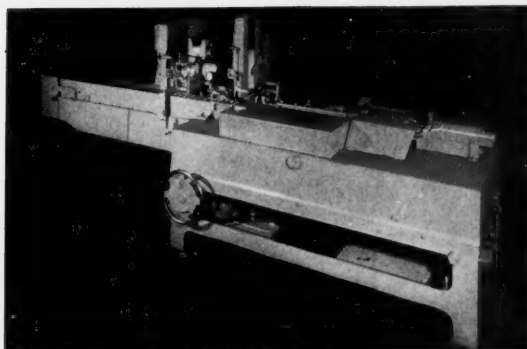
"If It's Packaging—Try Redington First"

DISTILLERS—Save Money—Speed Production with These New Machines



High Speed Cellophane WRAPPING MACHINE

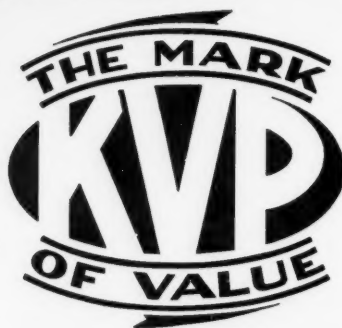
The most complete and perfect Cellophane Wrapping Machine yet for high speed wrapping of cartons. May be equipped with photo electric cell to permit use of printed Cellophane in rolls.



Continuous Loading CARTONING MACHINE

Distillers will find the same economies that makers of drug and toilet products, foods and candies effect with this cartoner. Mechanism for high speed folding and inserting circulars with your product may be added.

Is Packaging only a beauty show?



FOOD PROTECTION PAPERS

KALAMAZOO VEGETABLE PARCHMENT COMPANY
PARCHMENT (Kalamazoo County) MICHIGAN

TEAR CARD OFF HERE • NO POSTAGE REQUIRED

The Egyptian Lacquer Mfg. Co.

90 West Street, New York, N. Y.

Gentlemen:

Please send us further information about Egyptian
Paper Coating Lacquer.

We are particularly interested in a finish for.....
..... (state type of work and
method of application desired).

Name

Company

Address

City State

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 2035 (SEC. 510 P. L. & R.) NEW YORK, N. Y.

THE EGYPTIAN LACQUER MFG. CO., Inc.

90 West Street

New York City



The curtain rises . . . A NEW PAPER FINISH



EGYPTIAN Lacquer, the new cellulose finish for paper . . . It is the same durable finish that is used on automobiles, furniture, and a host of other industrial products and is now available for Cartons, Labels, Displays, Booklets, etc.

EGYPTIAN Lacquer provides a glass-like, water-white finish that beautifies the package, lasts longer and preserves its original freshness . . . Lacquered paper is unaffected by moisture, alkalies and alcoholic beverages . . . It dries almost immediately and stays dry . . . No further action results from damp or warm weather or from other sources which so materially affect certain types of paper finishes.

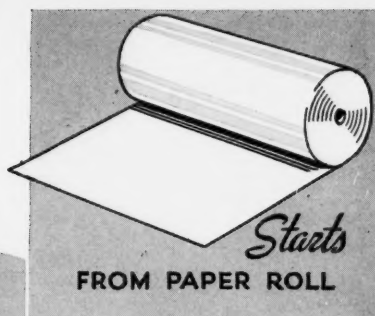
Compare this with finishes that discolor paper and light shades of ink, that become tacky, sometimes causing sticking and scratching. EGYPTIAN Lacquer eliminates these and many other disadvantages of the old type finishes.

For further details sign and mail the attached post card TODAY. No obligation.

THE EGYPTIAN LACQUER MANUFACTURING CO.
90 WEST STREET, NEW YORK

EGYPTIAN LACQUER

Save by



making

YOUR OWN

BAG LINERS

Inserts in Carton



PNEUMATIC MACHINES

Carton Feeders—Bottom Sealers—Lining Machines—Weighing Machines (Net and Gross)—Top Sealers—Tight Wrapping Machines—Capping Machines—Labeling Machines—Vacuum Cleaning and Filling Machines (for liquids or semi-liquids)—Tea Ball Machines—Box Making Machines

It isn't necessary to spend extra money for pre-formed, made-up bag liners for your cartons. Make them at cost in your own plant and save the profit you ordinarily pay.

Pneumatic automatic lining machines actually make the liner—taking paper from a roll, forming it into a bag, sealing all seams tightly, and inserting the completed bag into the carton. With three distinct styles of machines Pneumatic can handle most any size container at speeds to meet your needs. And they will operate with the type of paper best suited for your particular kind of product. Furthermore, the Pneumatic-formed bag liner can be closed by interleaving with the top flaps or independent of the carton flaps if you desire.

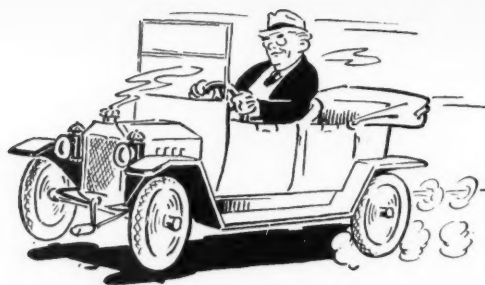
The Automatic Liner is protected by Pneumatic automatic safety devices to prevent carton or paper spoilage and to guarantee "lower cost per container." Send us the facts on your container and we will gladly furnish you cost details.

PNEUMATIC SCALE

LOWER
COST per
Container

Packaging Machinery

PNEUMATIC SCALE CORPORATION, LTD.
71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)
Branch Offices in New York, 117 Liberty Street; Chicago, 360 North Michigan Avenue; San Francisco, 320 Market Street; Melbourne, Victoria; Sidney, N. S. W. and No. 41 Whitehall, London, S. W. 1



Old Man Blivens Was Doin' All Right

Of course, his label and wrapper equipment hadn't been modern for a quarter-century. And some of his best accounts had switched over to a converter who thought in terms of days, not weeks . . . But he "was doin' all right." His flat beds turned out pretty decent press work and nobody had complained much about quality. So why should he put good money into a new press? ● We had to show him it was a matter of arithmetic. If you ran so many of a certain label on so many presses, you got such-and-such production. Multiply by two for each color. Then think of the customer gnawing his fingers, waiting. ● Take a Kidder "Three Point" Press, we told him, a 5-color rotary. Take this little label, and this middle-sized one, and this big one. Take as

MACHINERY FOR PRINTING WRAPPERS, CARTONS, LABELS • BRONZERS

many as the cylinders will hold. Some two-color, some four, some five. Gang them . . . that's how to make money in printing. ● You save, we told him, on press time, on plates (one for each color), on power, on maintenance—and you can quote better figures and sooner delivery dates. ● Old Man Blivens wasn't really convinced until the press was actually running. (Thought he'd been talked into it by arithmetic.) But it has been proved to him that the figures didn't lie. Last time we saw him, he was still "doin' all right" . . . only his idea of what is "all right" had changed. * * * If you print on transparent cellulose, wax paper, glassine, foil, parchment, cardboard, gummed paper, etc., find out how well you are doing in comparison with what you might be doing. Put down your operating conditions in a letter and

. . . Send it to **KIDDER**



whose presses print 90% of all wax bread wrappers, 60% of all vegetable parchment and 20% of all transparent cellulose, and whose service is both confidential and gratis. Offices of the U.P.M.-Kidder Press Company are at Dover, N. H., New York, Chicago and Toronto.

SPECIAL PRINTING MACHINERY FOR INDIVIDUAL PACKAGING JOBS

MARCH, 1935

908
7

To better serve all who pack in glass



NATION-WIDE and in Canada stretches the network of the Anchor-Capstan organization. Branch offices, staffed with men of long experience in the specialized problems of sealing and of packaging in glass containers, are maintained in all principal cities. From them Anchor-Capstan representatives go out to serve the food, drug, cosmetic and liquor industries as well as the multitude of specialty manufacturers and packagers.

Supplementing and backing up the complete services these branch offices are equipped to give, are the Anchor-Capstan factories ready and waiting to meet unusual situations, to put the accumulated knowledge and experience of their extensive laboratories, their research and engineering departments, their staff of artists and designers, at your further service.

If you have a packaging problem, a new product, the redesign of an established one, difficulties of any sort, in sealing or in production . . . there is no obligation, express or implied, in calling in an Anchor-Capstan man for container or closure recommendations.

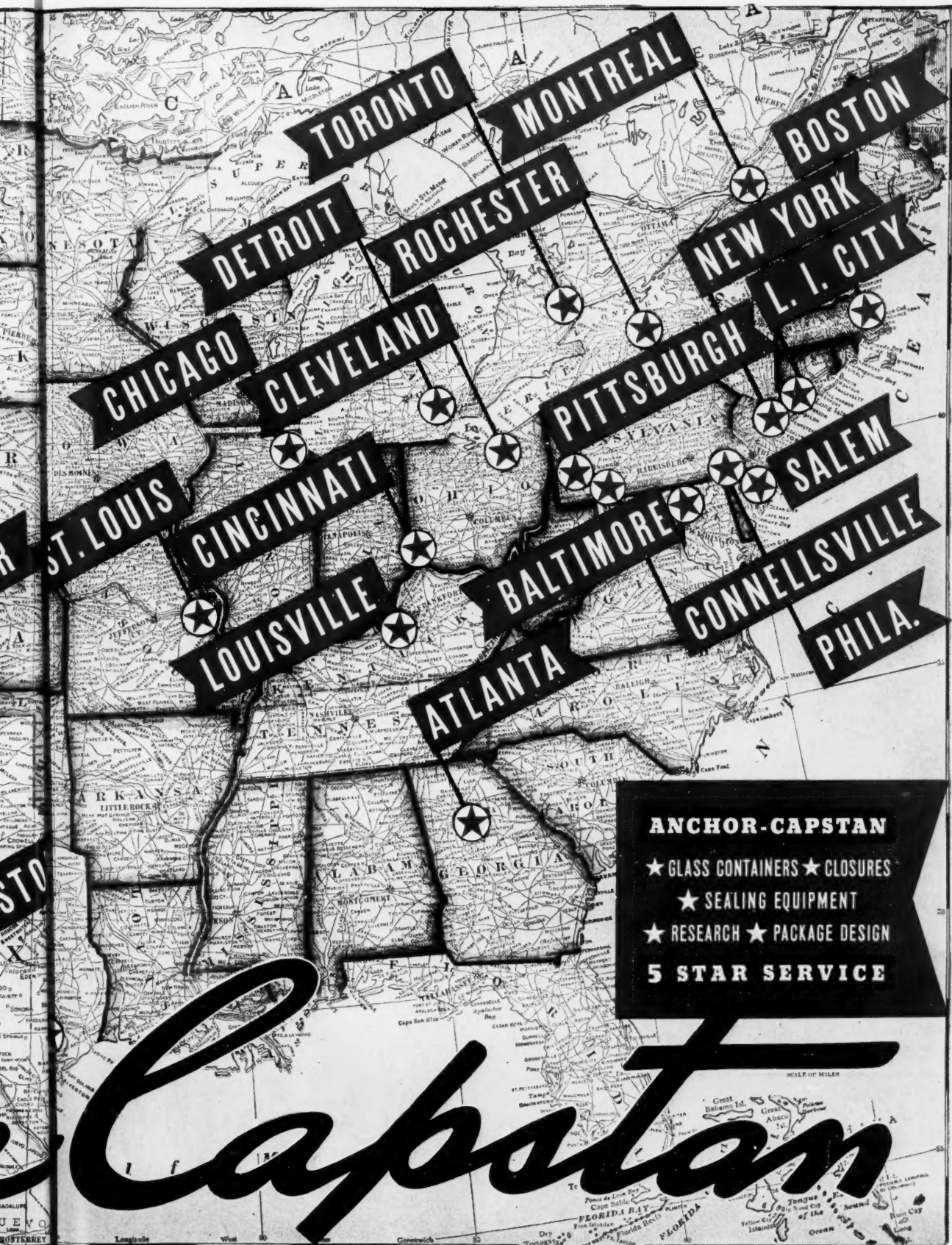
ANCHOR CAP & CLOSURE CORPORATION
LONG ISLAND CITY, N. Y.

CAPSTAN GLASS COMPANY
CONNELLVILLE, PA.

SALEM GLASS WORKS
SALEM, N. J.



Anchor



Popular With Distillers

BECAUSE WHISKEY AND GIN CASES MUST BE PROPERLY SEALED TO CONFORM WITH RIGID SHIPPING REGULATIONS, MODERN DISTILLERIES ARE EQUIPPING WITH
PACKOMATIC CONTAINER SEALING MACHINES

Packomatically Sealed
Shipping Cases are—
**STRONGER,
SAFER—and
COST LESS.**

A Machine for Any Speed
1 TO 60 CASES
PER MINUTE.



Above—Two Packomatic Machines automatically sealing over 1000 cases per hour in the plant of The Old Quaker Company, Lawrenceburg, Ind.



Left—Three Packomatic semi-automatic machines handling an output of 600 cases per hour for American Grain Distillers, Inc., Detroit, Mich.

Other representative distillers using PACKOMATIC CONTAINER SEALING MACHINES:

Penn-Maryland Corporation
Jos. E. Seagram & Sons, Inc.
Frankfort Distilleries, Inc.
Sunny Brook Distillery
The Geo. T. Stag Company
Glenmore Distilleries, Inc.
A. Overholt & Company, Inc.
National Distilling Company
Jos. S. Finch Company
Distillers Brands, Inc.

The full automatic sealing machine receives filled containers from conveyor and simultaneously seals both top and bottom flaps, or, if desired, seals flaps on one end only. No operator required.

The semi-automatic unit carries cases under compression after adhesive has been applied to flaps by the operator. An automatic trip controls the intermittently operated belts as the cases enter.

Packomatic sealing machines are easily and rapidly adjustable for a wide range of case sizes.

A PACKOMATIC ENGINEER WILL CALL UPON REQUEST—NO OBLIGATION

—BRANCH OFFICES—

20 E. Jackson Blvd.
CHICAGO, ILL.

11 W. 42nd St.
NEW YORK CITY

17551 Daleview Ave.
CLEVELAND, OHIO

430 Howard St.
SAN FRANCISCO, CAL.

PACKOMATIC

PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS



Make your
PRODUCT

click

IN AN ATTRACTIVE DISPLAY CARTON

Probably your product is well packaged at this time. If not, you are working against heavy odds in your effort to build sales volume.

But a good package is only half of the job. Even more important is the display carton which brings your product to your customers' attention.

Designing and producing individual packages and display cartons is our business. We have designed hundreds of successful jobs and produced millions of cartons. We will welcome an opportunity to consult with you about your packaging problems.

CHICAGO CARTON COMPANY

4200 South Crawford Avenue CHICAGO, ILLINOIS



Growing in Popularity

CROWN SCREW CAPS

The increasing preference for Crown Screw Caps is ample proof of their advantages in the sealing of spirituous liquors. They are

good looking caps at a modest price. And both caps have two exclusive features which give them exceptional sealing efficiency.

Single Shell



PLEASING DOME WITH HIGH SEALING EFFICIENCY

Deep Hook Shaped Thread

Clears the glass thread without side scraping . . . easier to apply. Under-reaching grip gives greater down pull . . . seals tighter with same application force.

Crown Sealing Bead

Correctly placed to press liner against sealing surface of glass, insuring better seal.

Double Shell



BOTH SHELLS INSEPARABLY LOCKED TOGETHER



CROWN CORK AND SEAL COMPANY, Baltimore, Md.

Send samples and prices of: ☐ Crown Double Shell Screw Caps
☐ Crown Single Shell Screw Caps

Name

Address

CROWN CORK AND SEAL COMPANY • BALTIMORE, MD.
WORLD'S LARGEST MAKERS OF CLOSURES FOR GLASS CONTAINERS



CUTTING COSTS *with COLOR and* CUTTING

WARNERCRAFT
THE FINEST WORD IN PACKAGING

A sheet of folding board, ink—and your merchandise. How can a package be best made to cut your packaging costs and yet increase your sales? Practical box design and precise workmanship is the Warnercraft answer to this problem.

In the display carton illustrated for United Blade packages of the Standard Safety Razor Corporation we have produced a most effective shipping and sales unit in deep green and white that has kept construction costs to a minimum—one printing, and one scoring and cutting.

Perhaps you have packaging problems that can also be eliminated by Warnercraft design and precise workmanship—in either folding or set-up boxes.

THE WARNER BROTHERS COMPANY
BRIDGEPORT . CONNECTICUT
200 MADISON AVE. . NEW YORK . ASHLAND 4-1195

MARCH, 1935

13



THE NEW SCHENLEY CARTONS AND SHIPPING CASES BY CONTAINER

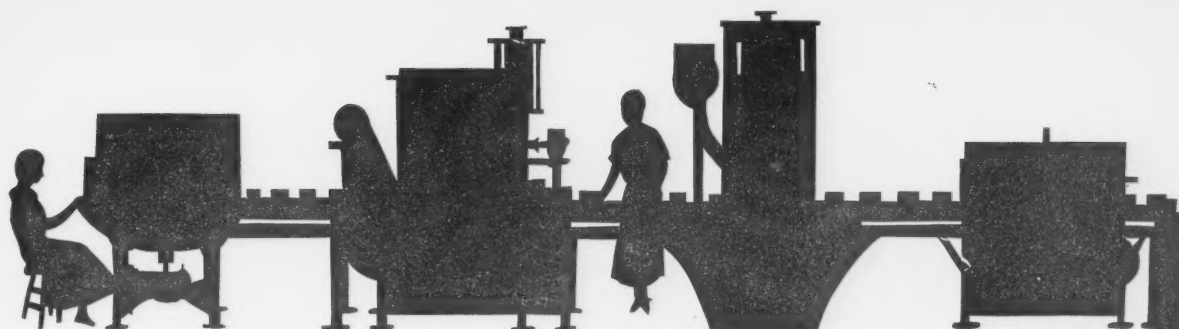


Colorful cartons and shipping cases for the new Schenley's American Cream Brands are designed and developed by Schenley, and produced by Container Corporation of America.

It is fitting that these fine whiskies should be packaged in a manner that provides real eye appeal and distinction.

CONTAINER CORPORATION OF AMERICA

GENERAL OFFICES: 111 WEST WASHINGTON STREET, CHICAGO • MILLS AND FACTORIES AT STRATEGIC LOCATIONS



BACK OF THE BOTTLE OR PACKAGE

that wins the awards is the
machinery that handles the
packaging.

To have a neat and attractive
package, the filling and bottling
operations must be performed
in the right manner.

For three successive years the All America Award, sponsored by Modern Packaging, in the Bottle and Jar Class for the outstanding package of the year, has gone to institutions using U. S. Equipment in their bottling operations. Two years ago the O'Cedar Corporation won the Award on their O'Cedar Wax Cream and last year the Frankfort Distilleries on their Paul Jones Whiskey Bottle. Our Engineering Department planned and installed the bottling equipment for these institutions, as they have for many other outstanding producers of bottle products for the past three decades. Midland Distilleries, winners of this year's award, are also users of U. S. Equipment.

WE MANUFACTURE AND INSTALL

Agitators
Belt Conveyors
Cappers
Corkers
Cooling Conveyors

Filters
Pumps
Strainers
Washers
Water Still

Dryers
Vacuum Fillers
Accurate Measure Fillers
Siphon Fillers
Storage Tanks

Our Engineering Department is available to help in the planning of everything concerning your bottling operations, from the washing or cleaning of the container to packaging of the finished product.

U. S. BOTTLERS MACHINERY CO.

4015-4031 No. Rockwell Street

— Offices in all principal cities —

Chicago, Illinois

MARCH, 1935

15



"Southern Comfort" bottle shown above was the winner of the All America Award in the bottle class this year.

SPECIALISTS IN PACKAGE LITHOGRAPHY



The lithographic process is particularly suited to the manufacture of labels, cartons and displays. Yet few lithographers are equipped to provide a service keyed to the needs of the packagers.

Michigan Lithographing Company is so equipped. It boasts a long record of successful experience, working for the most particular of packagers. It maintains a well-staffed art and design department, able to originate or to execute your own designs. Its plant is among the best equipped in the country

large enough to produce millions of impressions daily yet geared to the maintenance of constant quality.

Before you specify or purchase labels, cartons, stickers, inserts, folders or displays Consult Michigan.



MICHIGAN LITHOGRAPHING COMPANY
GRAND RAPIDS, MICHIGAN



7H
CIN
312



PACKAGES OF SPIRIT

Humility and modesty are commendable virtues — but not in packages. Packages, to perform their proper part in the selling job, must cultivate the opposite virtues. In an industry where high standards of packaging are the rule, the new LIPPINCOTT cartons and labels are strikingly outstanding—in every sense, “packages of spirit.” Good taste in design and color, knowledge of merchandising conditions, mastery of colorcraft—these are the elements which qualify “US” to solve your packaging problems.

The Lippincott Co.

PURE FOOD PRODUCTS
MAIN OFFICE: 48 MAIN ST.
CINCINNATI, O.
Monday,
February 18, 1935

United States Printing and Lithograph Co.,
Robertson Ave. and Beech,
Norwood, Ohio.

Gentlemen:

Our many years in the food business have taught us the importance of properly and attractively labeling and packaging products.

In attempting to solve the very serious problem of labeling and packaging our new line of Cordials and Liqueurs, what then was more natural than that we should again turn to you for the benefit of your experience and knowledge in these matters?

We are most pleased with the results of your work, particularly so because you assumed the entire responsibility of designing both labels and cartons, and relieved us entirely of a very tedious job that we could not have done nearly so well.

You have again convinced us that there is more to the purchasing of labels and packages than the mere cost per thousand, and that it pays to spend a little more and get the best.

In reviewing our many years of dealing with you we cannot but recognize the sincere cooperation always displayed on our work.

Sincerely yours,

THE LIPPINCOTT COMPANY

WM. ROSSER,
President



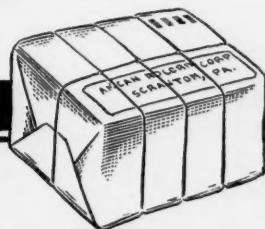
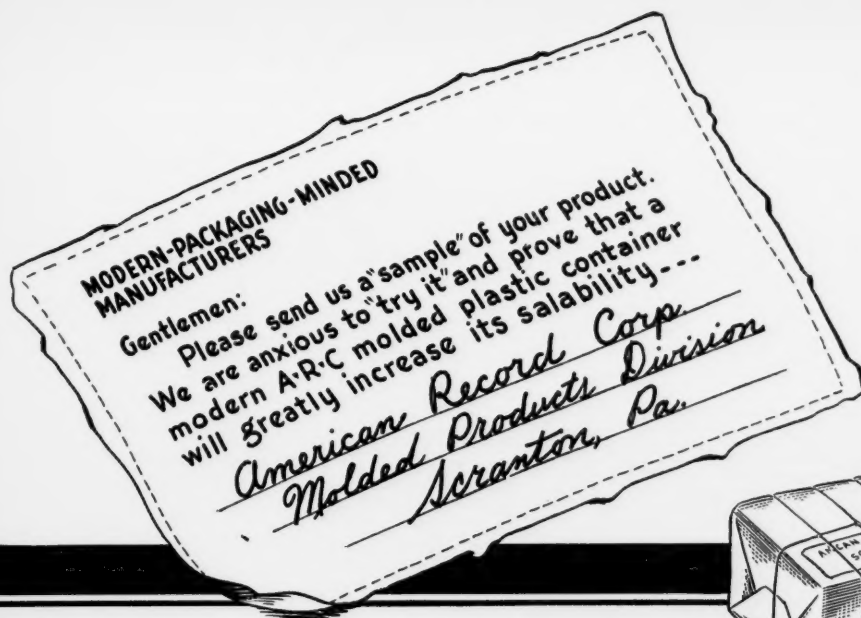
“Our products help sell your products”

THE UNITED STATES PRINTING & LITHOGRAPH COMPANY

CINCINNATI
312 Beech Street

NEW YORK
52-K East 19th St.

BALTIMORE
412 Cross Street



Here's One Coupon that will bring Sales Returns

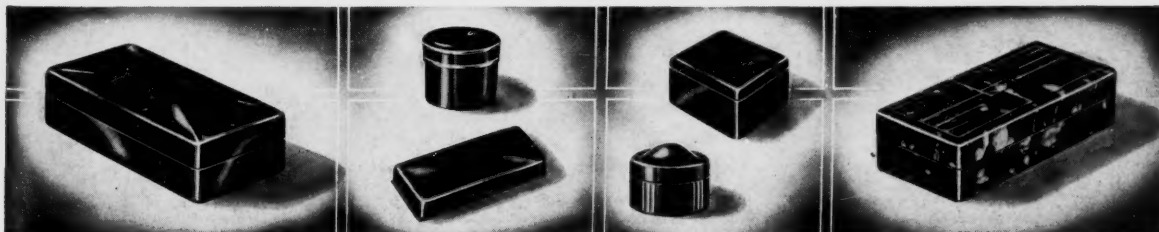


COUPONS so often bring requests for free samples with no possibility of a subsequent sale. So we've designed a coupon and present it above, with the request that you send this one sample, which will assure sales returns. Our packaging design staff will create an exclusive custom-molded plastic package idea or submit an appropriate stock container, adapted to your product, and stimulating to its sale.

Send the "sample" soon! American Record Corporation's usual prompt service will bring a quick reply, and an early solution to your plastic packaging problem.

AMERICAN RECORD CORP.
Molded Products Division
SCRANTON, PA.

Executive and Sales Offices: 1776 Broadway, New York ▼ Chicago—Detroit—Cleveland—Hollywood, Cal.





TRY ACME *Silverstitch* REG. U. S. PAT. OFF. IN YOUR PLANT—AT OUR EXPENSE

● One way we get good customers for Acme Silverstitch is to have a prospect put this better stitching wire in one of his machines and try it.

Experience has proved that Acme Silverstitch, if given a chance, can sell itself.

Fibre box users find Acme Silverstitch is so smooth and accurate that it operates better, does better, faster stitching.

They find that the galvanized finish protects Acme Silverstitch against rust and in turn protects their cartons against rust blemishes.

They find the big, ten-pound coils cut changing time, and save them money.

Send today for your free sample. Put it to work—let it speak for itself. Just state size used. Silverstitch is available in SIZES: .103" width—.014", .017", .020", .023"—and in the .060" width—.024", .0205".



For seven years Acme Silverstitch has saved money and done a better stitching job for fibre box users.

ACME STEEL COMPANY

GENERAL OFFICES: 2843 ARCHER AVENUE, CHICAGO, ILLINOIS • Branches and Sales Offices in Principal Cities

25% SAVING IN LABOR-PLUS

THE CARTER INK CO.
Boston, Mass.
CAMBRIDGE, MASS.
20, 1934.

In answer to your inquiry regarding our 90-D tube filler, we can say that this machine has shown a 25% saving in labor over our previous equipment, and puts out 125 to 135 gross per 8 hour day.

In addition there is the saving of doing without clips, together with the opportunity of giving the customer more by faster filling.

We are well pleased with its operation.

Very truly yours,
The CARTER INK CO.
J. H. LINDSEY
Superintendent.

REC'D 4/19/34
LW/SM

CARTON PAPERS • INKED RIBBONS • WRITING INKS • ADHESIVES • FOUNTAIN PENS • MECHANICAL PENCILS



PERHAPS comparable savings and improved operation—as mentioned above—are also possible in your plant. A glance through our new "Filling Equipment Catalog" will familiarize you with our line and further information will be furnished gladly on request.

WRITE FOR CATALOG 34-F

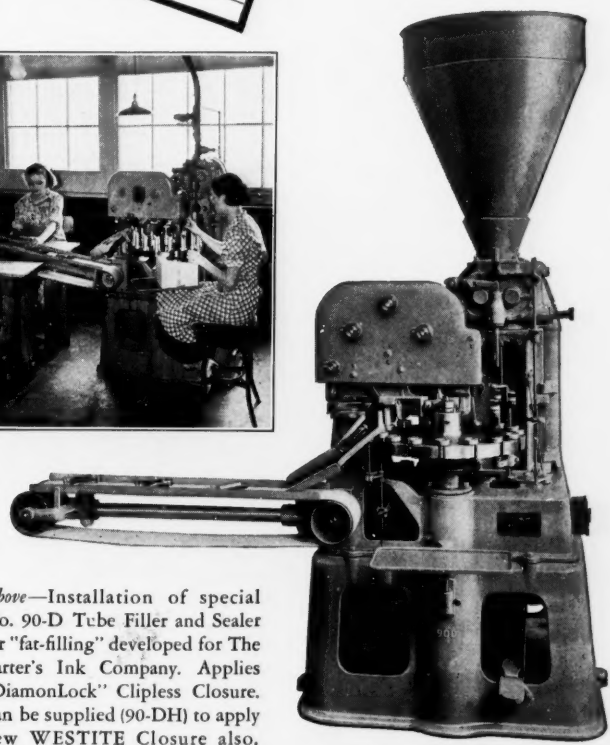


Have you considered this new airtight, leakproof clipless closure for your products? It has these advantages:

1. Prevents closure seepage and corrosion
 2. Saves all clip expense
 3. Shorter tubes used
 4. Prevents product deterioration
- Special folder available



Above—Installation of special No. 90-D Tube Filler and Sealer for "fat-filling" developed for The Carter's Ink Company. Applies "DiamonLock" Clipless Closure. Can be supplied (90-DH) to apply new WESTITE Closure also.



"90-D" Machine

FIS STOKES MACHINE COMPANY
1895 FORTY YEARS SERVING THE FIELD 1935

Los Angeles Office: 1231 E. 7th ST. 5970 Tabor Road Olney P. O. Philadelphia, Pa. Cincinnati Office: 230 WILMUTH AVE.

In Packaging too.

THE RIGHT TREATMENT



Ridgelo
CLAY COATED
FOLDING BOXBOARD
Made at RIDGEFIELD, N. J.
By LOWE PAPER COMPANY

From head to foot these products are good for you. Matter of fact they are only a few from the McKesson line that are cartoned in RIDGELO Clay Coated Folding Boxboard. They all reflect the high quality of their contents.

Does RIDGELO pay in packaging? Ask McKesson's or other successful manufacturers. The cartons shown were made by Warner Bros. Co. and Atlantic Carton Corp. Samples of RIDGELO for trial work will be sent gladly on request.

Representatives: W. P. Bennett & Son, Toronto — A. E. Kellogg, St. Louis — MacSim Bar Paper Co., Chicago
Pacific Coast Distributors: Blake, Moffitt & Towne — Zellerbach Paper Co.

EN

105-CAL

105-CAL

105-CAL



STAINLESS METAL FOILS

BY

KELLER DORIAN PAPER CO. INC.

390 FOURTH AVENUE, NEW YORK



CHANLON et CIE

This insert was prepared and printed by

THE FOXON COMPANY

PROVIDENCE, RHODE ISLAND

Specialists in every type of foil printing



Since 1928

THIRTEEN LEADING PACKAGING FIRMS
HAVE ADVERTISED CONTINUOUSLY
IN MODERN PACKAGING . . .

NOW

26

more

The firms listed below have been continuous contract advertisers in Modern Packaging since its inception. Believing, as we did, that a magazine for packagers was a worthy and necessary enterprise, they made possible, through their faith in us, the creation of today's Modern Packaging.

While their first advertisements were placed largely upon such faith, each has continuously renewed its advertising contract upon the basis of advertising returns.

American Can Co.
Louis Dejonge & Co.
Dexter Folder Co.
(formerly H. R. Bliss Co.)
J. L. Ferguson Co.
Hampden Glazed Paper & Card Co.
Kalamazoo Vegetable Parchment Co.
Keller-Dorian Paper Co.
Kimberly-Clark Corp.
Package Machinery Co.
Pneumatic Scale Corp., Ltd.
F. B. Redington Co.
Riegel Paper Corp.
Stokes & Smith Co.





great firms have joined
the ranks of our adver-
tisers - - - - -

*investors in proven
advertising returns!*

To these thirteen long term advertisers, Modern Packaging has since added better than a hundred and a quarter contract advertisers. Within the last four months, twenty-six additional firms have joined the ranks of packaging leaders advertising in Modern Packaging. To these twenty-six, Modern Packaging repeats its pledge "We will endeavor in the future, as we have in the past, to produce a publication which will so

serve the needs of its readers as to become the *indispensable* aid of every person of influence in the creation or production of packaged products."


In the performance of this pledge Modern Packaging has built its outstanding position in this field. In the continued performance of this pledge, Modern Packaging will become an even more profitable -- because more useful -- advertising medium.

Modern Packaging welcomes with both pride and pleasure the following firms into the roster of investors in proven advertising returns.

American Aluminum Ware Co.
Atlantic Carton Corp.
Bagpak, Inc.
Chas. Beck Machine Co.
Boonton Molding Co.
Bond Mfg. Corp., Inc.

Commercial Solvents Corp.
Egyptian Lacquer Mfg. Co.
Exact Weight Scale Co.
Federal Glass Co.
Frankenberg Bros.
Hart Glass Co.
International Folding Paper Box Co.
Kep-Ark, Inc.
National Folding Box Co.
Potdevin Machine Co.

Sherwin-Williams & Co.
S. K. Smith Co.
Trautmann, Bailey & Blampey
Triangle Package Machinery Co.
Turner White Metal Co.
U. S. Envelope Co.
Washburn Company
West Bend Aluminum Co.
West Jersey Mfg. Co.
White Metal Mfg. Co.



A prominent Chicago agency wanted to check our coverage for a client. A list of several hundred of the advertiser's customers and prospects was checked against our circulation files. 93% were found to be regular readers of Modern Packaging. We believe that no other industrial publication . . . in any field . . . can boast a record to equal this.

MODERN PACKAGING



SAVING MONEY

by

REDESIGNING YOUR LABELS

INCREASED packaging costs are a serious problem. Frequently they appreciably affect the profit on a given article of merchandise. This is especially true where resale prices or trade policy dictate a set price which cannot be conveniently changed.

The following factors, individually or collectively, are not conducive of economy in packaging costs:

1. *Multiplicity of designs for different products made by the same manufacturer.*
2. *Excessive colors that do not add "eye-appeal" or merchandising value to the package.*
3. *Un-economical sizes of wrappers and labels that increase manufacturing costs.*
4. *Purchasing small quantities at frequent intervals, instead of maximum requirements, which insure the lowest unit cost.*

For half a century we have designed and produced labels. It will pay you to consult with us regarding ideas, quotations and suggestions covering your particular label or wrapper problem.

"QUALITY LABELS FOR QUALITY MERCHANDISE"

R. J. Kittredge & Company

Established 1886

812 West Superior St.

Chicago, Ill.

Designing - Embossing - Die Cutting - Varnishing - Kittlaco Coating

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DIST Q

at, all

AGS
incre
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our po
tends
Bags
attra

Bar
of
a

Bags by Royal!



Sell-O-Face, die cut window, square glassine



Diamond-Pak, all-Cellophane

Royal "Pre-Printed" double waxed glassine



Airoseal, Cellophane Triplex



Sachet bottom Duplex, all-Cellophane

BAGS by Royal may definitely mean increased sales for you. They may also bring about a worthwhile decrease in our packaging costs. And if your product lends itself to packaging in bags, surely Bags by Royal will present it in its most attractive, most sales-provoking form. Bags by Royal come in literally hundreds of different styles. They may be had in almost any material, or combination of materials, that lend themselves to bag construction.

A note to the Royal Package Development Department, with a sample of your product, will bring without obligation a finished sketch of the type of bag Royal would recommend. Or, Royal will be glad to furnish samples of bags that have been used to advantage on products similar to yours.

In either case your note will receive immediate attention.

THOMAS M ROYAL & CO
PHILADELPHIA USA

NEW YORK
ST. LOUIS

CHICAGO
MINNEAPOLIS
FORT WORTH

DETROIT
SAN FRANCISCO
ATLANTA

PITTSBURGH
DAYTON
HOUSTON

BOSTON
SYRACUSE



OPEN THIS 'Suggestion Cabinet' yourself *for ideas that mean profits*

HERE IS a cabinet full of sales-winning ideas for vintners, distillers, and wine and liquor wholesalers and dealers. In it you may confidently expect to find the key to many troublesome bottling and merchandising problems and ways in which to make your packages more distinctive and inviting in appearance—more convenient to use.

There are so many ways in which Bakelite Molded may be used to help the merchandising and selling of wines and liquors that we have assembled typical examples in this "Suggestion Cabinet". We will lend it to you for a few days so that you may open it yourself and study the contents at your leisure. Then, if you wish, our representative will

discuss your particular problem with you, and offer helpful suggestions.

Here is an opportunity for you to review the newest in modern packaging right in your own office—without fuss, or bother, or interruption. Just write us a note saying you would like to examine the "Suggestion Cabinet" and we will send it to you.



BAKELITE CORPORATION, 247 Park Avenue, New York, N. Y. 43 East Ohio Street, Chicago, Ill.
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada

BAKELITE

The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the Bakelite symbol, a stylized "B" inside a circle, which is the registered trademark of Bakelite Corporation. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES



W

the PERFECT CLOSURE

Vacuum Sealed Pigs Feet and Cutlets



Vacuum Eliminates Oxidation and Rancidity



TO OPEN
Pry up

WHITE CAP COMPANY
New York CHICAGO London, England



TO RESEAL
Press on

WHITE CAPS

100% SECURITY *means* 100% CaPeM *at the* WORLD'S LARGEST DISTILLERY



ASSOCIATIONS ARE EVERYTHING!

When it comes to Whiskey—you couldn't select a better companion than WALKER'S "CANADIAN CLUB"—or for that matter any other of the famous Walker brands.

As to closure equipment—we can assure you that CaPeM automatics are quite at home in the magnificent new Hiram Walker Co. plant at Peoria because after all CaPeM enjoys the same intimate identification with most of America's really fine products.

—CaPeM—

Automatic Closure Machines
Sorting—Feeding—Applying

Manufactured by

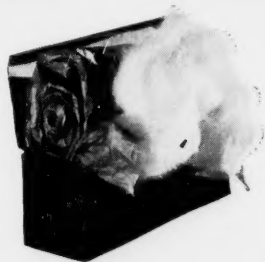
**CONSOLIDATED PACKAGING
MACHINERY CORP.**

1400 WEST AVE.

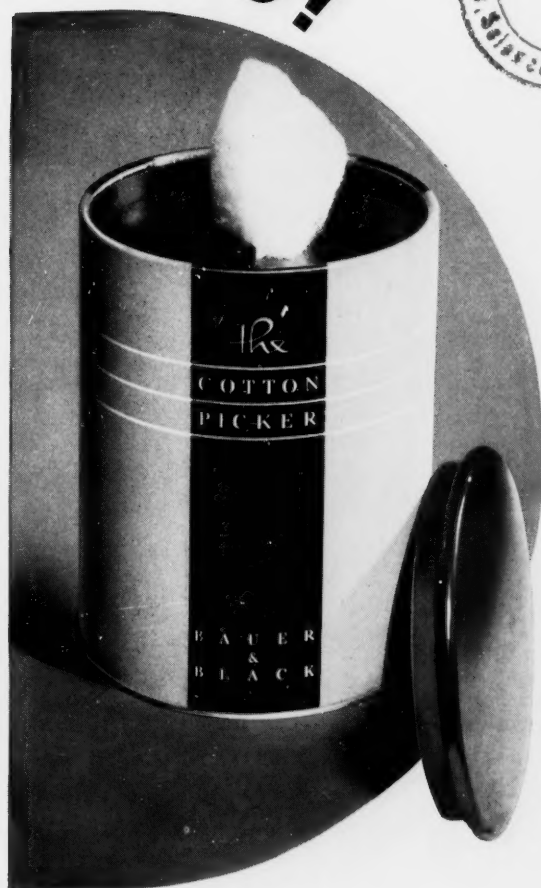
BUFFALO, N. Y.

WE ASK YOU!

HOW MUCH CHANCE HAS THIS PACKAGE



IN COMPETITION WITH THIS ONE?



COMPARE the ordinary package of cotton on the left with the novel, handy Cotton Picker produced by Ritchie for Bauer & Black.

Which would you say has the advantage in sales appeal, in merchandising possibilities? We sincerely believe you'd name the Cotton Picker every time.

Ritchie designers can give your product similar advantages in consumer acceptance. Ritchie pack-

ages have just the right combination of eye-appeal and practical utility. They arouse consumer demand . . . and hold consumer acceptance.

Our staff of designers will gladly analyse your packaging needs and submit their suggestions for an improved, modernized, sales-producing package. This service is available to established firms without cost or obligation.

May we show you the Cotton Picker? Why not write and ask to see this interesting package? Be sure to request your copy of "Packages That Sell" showing many novel packages designed by Ritchie for widely different purposes. No obligation.

PACKAGES THAT SELL

New York Detroit Minneapolis St. Paul
Los Angeles St. Louis Ft. Wayne

**W. C.
RITCHIE
and COMPANY**
PAPER BOXES • ALLIED PRODUCTS • FIBRE CANS

8855 BALTIMORE AVENUE • CHICAGO

MARCH, 1935 29



SHOVING SALES SKYWARD!



A TABLET & TICKET label is shoving sales skyward for another satisfied user, the Williamson Candy Company, makers of Sky Harbor Peanut Butter. For 65 years T & T has stood for "labels that sell." Clip the corner off this page and send for a generous assortment of samples which will show you how our experience equips us to serve you. Place them one at a time on your package and visualize the added sales appeal they would give your product . . . then, if you are interested, "let's talk it over." No obligation. Just clip the coupon.

***The* TABLET & TICKET CO.**

1019M WEST ADAMS ST. CHICAGO, ILLINOIS
NEW YORK SAN FRANCISCO BOSTON

THE TABLET & TICKET CO.
1019M West Adams Street
Chicago, Illinois

Gentlemen: Send me an assortment of your gummed
Perfect-O-Cut Metallic Foil labels. No obligation, of
course.

Name.....

Address.....



...and it's a *man's-sized* job for us all

THERE'S a sign like this on every store window in the country — for the manufacturer who's smart enough to know it's there.

What does it mean? Just this:

"You can't sell any more than we retailers manage to sell for you. Don't just sell *to* us — *help us sell our customers*. The better job you do, the more money both of us will make."

Your biggest need — your biggest opportunity — are in the field of retail merchandising. Has it occurred to you that the American Can Company should be in a position to help? Indeed, what more logical source of information about marketing packaged goods, than a

company with such wide experience in building successful packages and displays?

The modern package — the modern point-of-sale display — are more than so much fibre or metal. They are *selling tools* — to speed the flow of goods where retailer and consumer meet. To build them successfully we have had to study marketing. We have had to know what goes on in retail stores, and in consumers' minds.

You have a marketing problem? — or believe your product could move faster than it is doing at the present time? Drop a line to the Sales Promotion Department of the American Can Company, 230 Park Avenue, New York City—possibly we can help. Whether or not your problem concerns packaging and display, we should be glad to talk it over with you and contribute what we can.

Why does American Can Company concern itself with problems of retail merchandising?

Our reasons are the same as yours. We cannot sell more packages than you sell for us—you cannot sell more than the consumer buys. The consumer is our common goal.

**AMERICAN
CAN COMPANY**

RESINOX CORPORATION

(SUBSIDIARY OF COMMERCIAL SOLVENTS CORPORATION AND CORN PRODUCTS REFINING COMPANY)
MANUFACTURERS OF SYNTHETIC RESINS AND VARNISHES

PLANT
EDGEWATER, N. J.

NEW YORK CENTRAL BUILDING
230 PARK AVENUE
NEW YORK, N. Y.

TELEPHONE
VANDERBILT 3-9300

February 27, 1935

Mr. ~~William B. DeLoach~~
~~File Division, Federal Bureau of Investigation~~
~~Washington, D. C.~~

Dear Mr. ~~DeLoach~~:

We were surprised to learn from your letter of February 25th that the reason we have been able to secure such a small part of your business on molding powders is due to your feeling that we are not in a position to offer a complete line of molding materials. That you should have gotten this impression is certainly our fault, and I am taking this opportunity to correct it.

We manufacture, and offer for sale, a full line of resins and molding powders. Over a dozen Resinox resins are available, and from these we make numerous grades of molding powders. Of course, we have a molding powder for general use which is available in black and brown, and in various plasticities. We have found that this general purpose Resinox molding powder will work satisfactorily on at least fifty per cent of the jobs in the average molding plant.

Among the other types of molding powders which we are producing, you will find heat-resistant materials, water-resistant materials, and molding powders from which odorless and tasteless articles may be made. Also, for difficult extrusion jobs, we have a special compound of such great flow that it is particularly adapted for this type of work.

Resinox molding powders, including those which are odorless and tasteless, are available not only in standard blacks, browns, and other brilliant colors, but also in delicate pastel shades, and in a particularly beautiful ivory.

We should be very glad indeed to have one of our service men call upon you and give you full information on our complete line. Samples, too, are yours for the asking, and don't forget that we welcome special problems which may require special types of molding materials.

Resinox is growing up in every sense of the word, and we have several new developments coming along which we believe will be of particular interest to you.

Yours very truly,

C. L. Gabriel

C. L. Gabriel
President

/MJ

RESINOX

Molding Resins • Molding Compounds
Laminating Varnishes

Because dealers demand **CARTONS** that
prove **QUALITY**, these leaders in the
liquor field choose **A.C.M. CARTONS***

A. M. C. has led the field in the creation of fine cartons for fine liquors since the advent of repeal. Today it occupies a dominant position in the field for a dual reason. First, because its cartons are measurably better . . . in design, execution and construction. Second, because its better cartons have more than paid their way by creating sales and display opportunities for the brands whose appearance they enhance. Printed on stock made to our own specifications, under our own control, our cartons for your product can produce equally phenomenal sales advantages. Investigate.

* The Rose Federal Research Corporation's survey shows that 92.03% of liquor wholesalers find attractive packaging a definite sales stimulus; 59.26% of these find cartons the most advantageous package; that better than fifty percent report that 'eye appeal' (best gained through the use of fine cartons) is a dominant sales factor.

AMERICAN COATING MILLS INC.

CARTON DIVISION

(Formerly Illinois Carton and Label Corp.)

CHICAGO

ELKHART, INDIANA

NEW YORK

Branch Offices: Tribune Tower, Chicago • 22 East 40th Street, New York City

CAMEO WINS AGAIN



FIRST PRIZE



SECOND PRIZE

... this time
with two prizes in the **NATIONAL LIQUOR
PACKAGING CONTEST**

Since the advent of repeal, Cameo's presses have been humming with liquor label runs. Cameo designers and engravers have been called upon to aid in the development of many of the leading producers' designs. Typical of Cameo's success along these lines are the Old Guard Gin and Old Guard Whiskey bottles... one using a silver foil, the other a gold foil Cameo label.

While Cameo's work in the liquor field is winning recognition and awards, our endeavors are not limited to liquor labels alone. Cameo designers, engravers and label-makers have, together, produced a very large proportion of the fine labels you see in every field. These experienced, able men stand ready to help you... without obligation on your part. Place your problems before them. Write, wire or phone.

C A M E O

DIE CUTTING & ENGRAVING CO.

142 WEST 22ND ST., NEW YORK, N. Y.—TELEPHONE WATKINS 9-4904

Right

Every Empire carton must be right. It must be right for your particular production method so that you can be certain of continuous high speed, trouble-free operation. It must be right for the dealer... practical, sturdy, easy to handle and easy to display. And every Empire carton must be right in appearance... forceful in design; clear, bright, colorful in printing and with a feeling of quality that compliments the product it protects.

Empire uses many mechanical devices and technical tests to make sure we are right. But our best guide is the many years of experience in the design and production of fine, economical packages for many of the leading and most progressive industries in the country. For this experience you need pay no premium because Empire's prices are as right as Empire's quality and service.

EMPIRE BOX CORPORATION, 60 East 42nd Street, New York; 330 S. Wells Street, Chicago. Factories in New Brunswick, N. J.; South Bend, Ind.



3 OF THE 4 WOLF AWARDS
HAVE BEEN
OWENS-ILLINOIS
Glass Containers

1934

The Fourth Annual
WOLF
AWARD



1931

First Annual Wolf Award
Blue Label Tomato Juice



1932

Second Annual Wolf Award
O'Cedar Wax

● In the Annual Wolf Competition, glass, as a packaging material, competes with all other packaging materials. It is not only significant that GLASS containers have won three out of the four Wolf Awards, *but* that all three have been Owens-Illinois containers is convincing evidence of achievements which bring distinction to users of OnIzed glass containers. OnIzed Complete Packaging Service, which extends from complete package design with label and closure suggestions to the actual manufacturing of shipping containers, is available to all manufacturers who pack their products in glass. Address your inquiry to Owens-Illinois Glass Company, Toledo, Ohio.



OWENS-ILLINOIS

Complete Packaging Service

MODERN PACKAGING

VOLUME 8 . NO. 7 . MARCH . 1935

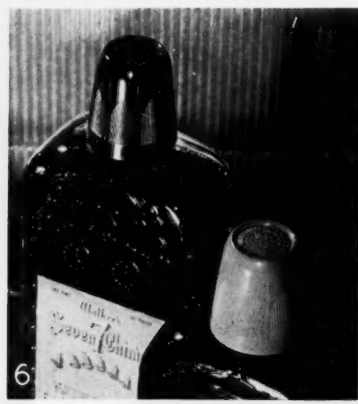
SIXTEEN MONTHS OF LIQUOR MERCHANDISING

WITH the advent of repeal, over a year ago, the liquor industry was confronted with a series of major problems which are only today being resolved into their elements. Plants, long gone to seed, had to be refurnished. New plants had to be built. Brands long forgotten had to be called once again to the attention of the public. New brands had to win a place for themselves. An entire army of younger drinkers had to be educated away from bootleg standards—while a whole corps of workers, technicians, salesmen and dealers had to be trained or re-trained.

Measured by even the most critical eye the liquor industry has worked wonders to have achieved its present state—much as that state may yet be improved upon as far as packages are concerned.

Coincident with the solution of these problems—largely a part of many of them—came the packaging problem. Here the industry found itself confronted by the fact that its old packaging methods were utterly outdated. It was manifestly impossible to begin again where it had left off in 1918. New machinery, new types of packages, new merchandising trends, new consumer





habits; all contributed to pose a problem distinctly new and truly difficult of solution.

Moreover, an entirely new factor had to be considered, one never before encountered by any other industry. A whole army of illegal suppliers existed. An army that would stop at nothing in its attempt to remain in business. It was necessary, therefore, to plan packaging not only as a means of conveying, protecting and displaying the product, but also as a means of preventing

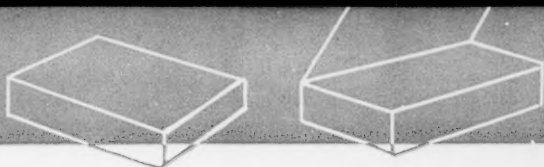
counterfeiting, substitution and fraud.

In our December, 1933, issue, we reviewed the liquor package parade with an uncritical eye. We considered packages in the light of the hectic conditions that then existed. We found much promise, a few deplorable and dangerous trends, and a general tendency toward serious consideration of the package as a primary sales factor.

Today, after over a year of repeal, the time has come to once again review the industry as a whole. Has it fulfilled its early promise? Have package suppliers met its problems with adequate solutions, particularly in respect to the provision of devices or means for the prevention of tampering, counterfeiting and substitution? Has the industry utilized the machinery, methods and devices which suppliers have provided to best advantage? Has it met merchandising and sales conditions—consumer and dealer demands—with the proper packaging solutions?

Naturally, any answer to these questions must be a partial answer in the sense that some firms have progressed far beyond others. Those that are most backward cannot, of course, be





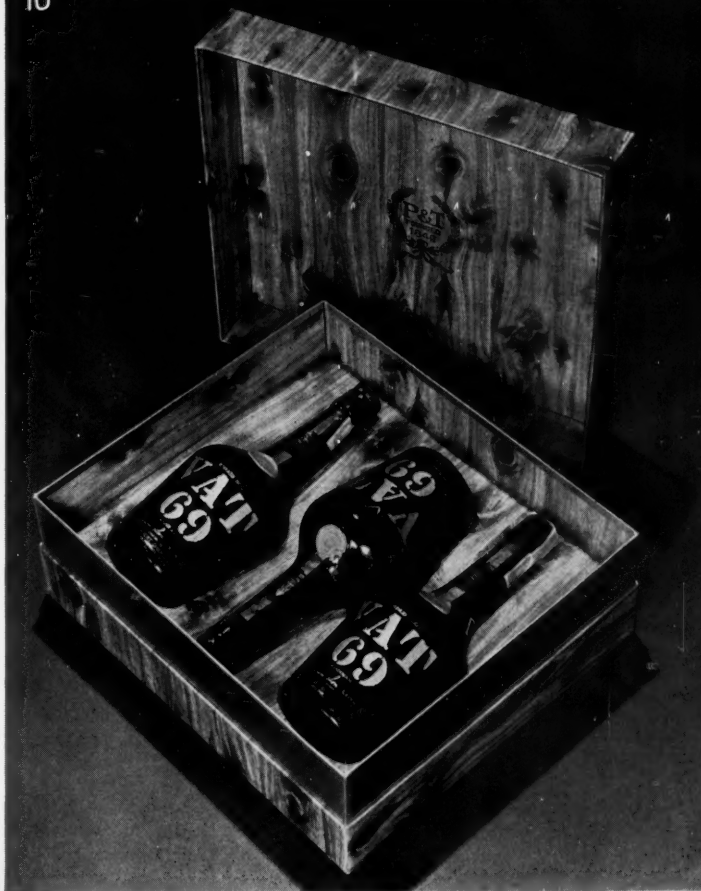
reviewed here. It is rather our purpose, here, to examine the average and the better-than-average packages with a view to analysing their progress toward the goal. For purposes of convenience we have divided our illustrative examples into five groups: closures, set-up boxes and cartons, bottles and labels, displays and machinery.

Among closures, distillers and liquor packagers have laid great stress upon the elimination of tampering and almost equal stress upon distinctive appearance. Thus we find many closures designed so as to present a recognition-appearance equal to (if not equivalent to) that of a trade mark. In illustration No. 1, we see the Chanticleer rooster, a two-piece molded closure which distinctively identifies its brand—the Piping Rock gin closure, typical of that large group which serves, when removed and turned over, as a measuring cup—the Park Avenue Gin “High Hat” which again stresses the identifying function and—not a closure—the Madeira Wine Association seal, which has as its major function the purpose of identifying the products of association members. All four are molded of Plaskon.

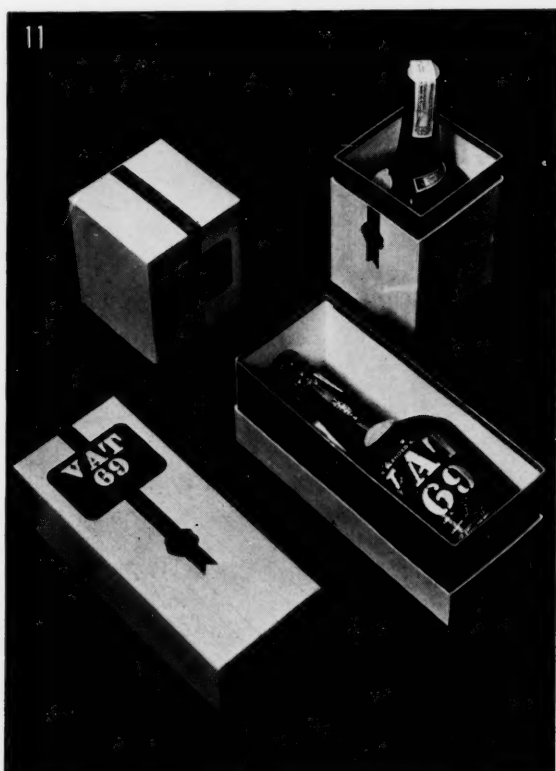
In illustration No. 2, we see the new Yale Locking Closure, a device too new to have achieved acceptance or wide use, yet one that is indicative of the trend of thought of closure suppliers. This device relies upon the destruction of a portion of the bottle neck to prevent refilling, the bottle becoming an ordinary container once the top has been unlocked and thrown away.

Illustration No. 3 is a typical aluminum closure, the

10



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12





Alter-Proof seal having a metal band around its lower portion which breaks loose and comes off when the top is twisted. Closures such as these, made by the Aluminum Company of America, have achieved extremely wide usage—partially because of their comparatively low cost, partly because of their tamperproof features.

No. 4 illustrates Sylphseal Self-sealing caps, a type of auxiliary closure devised to prevent tampering and to provide a more pleasing appearance to the bottle top at the same time. These, made by the Sylvania Industrial

Corporation, are applied to the bottle after the closure, and shrunk on to provide a tight seal which prevents sampling or adulteration and simultaneously serves as an identifying portion of the product.

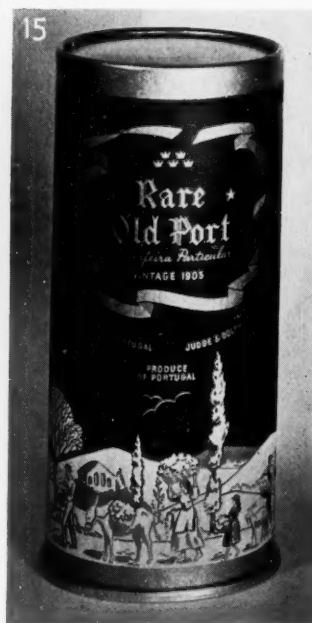
No. 5 shows a patented type of closure devised and molded by Colt Patent Fire Arms Co. Here two closures are used, the larger one breaking when turned. The small closure is then used for re-sealing while the product is in use. Figure No. 6 illustrates a molded Durez jigger cap which serves a useful purpose while carrying, on its upper surface, the molded-in trade mark of the sponsoring company.

Figure 7 shows two examples of the Aluminum Company's ROverseal, a rolled-on type which provides an attractive and efficient top closure. Illustration No. 8 shows two examples of aluminum Pilfer-Proof seals distinguished by the break-as-opened protective feature and, on the tall bottle, a foil decorative capsule which efficiently hides the underlying cork while providing a measure of protection against sampling.

Typical instances of the importance of closures in the general appearance of a liquor package may be found in illustration No. 9, in which a number of different types have been carefully selected with an eye toward their blending with the rest of the elements that together form the whole.

In its use of set-up boxes the liquor trade has been particularly slow, much of its hesitancy being ascribed to the increased cost which such boxes would entail. It may, however, be expected, that a large part of this opposition will be dispelled when the recent Ross Federal Research survey has had time to be digested. This survey showed a pronounced dealer and consumer demand for cartons and other outer packages . . . and the experience of those firms that have ventured into this field confirms its figures. In illustrations 10-13, inclu-

sive, are shown a number of boxes made by G. A. Bisler which have had remarkable sales records, particularly during the past Christmas season. The Vat 69 box is made of a Charles W. Williams wood-grain paper. The smaller Vat 69 boxes use a Hampden wood veneer combined with a DeJonge red glaze. Illustration No. 12 shows an Artcote hammered gold top and an Artcote plain gold liner used to form a gift set for Park and Tilford, while illustration No. 13 shows a similar set in which a hinged





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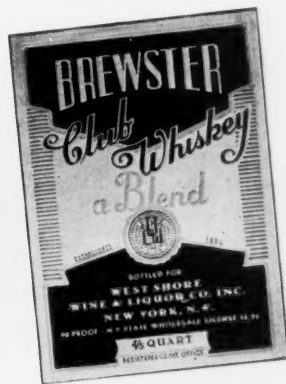
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Company toward the use of gallon jugs for their product. The new jug is designed and made by Owens-Illinois Glass Company, and conveys the nature of the product by the molded-in clusters of grapes. A similar effect is gained by distillers brands (see illustration No. 17) through the use of a label illustrative of an apple for their Gold Orchard Apple-jack. The label is the product of the Cameo Die Cutting and Engraving Company. In this label field much progress has been made. Keller-Dorian Paper Company reports the development of non-curling foils which permit of printing or lithographing large size sheets. They have also developed a new type of base paper which facilitates the adherence of the label to the bottle. The

top box has been covered and lined with Artcote hammered gold.

Illustrative of the present trends in carton design are the Nuyens Triple Sec cartons, by Robert Gair, shown in illustration No. 14. These are planned, particularly, for display—a function which, dealers report, fully justifies the carton cost quite apart from such considerations as added protection, simplification of dealers' stock problems and reduction of the amount of stock needed for display when dummy cartons are used. Similarly the round container for Rare Old Port, made by W. C. Ritchie and Company, illustrates a growing trend toward outer containers, a trend reminiscent of similar battles fought in other industries.

Recognition of the tendency toward increased home consumption of wines led the Engels and Krudwig Wine





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Reynolds Metals Company, which has likewise done much in the development of new stock for foil labels is responsible for the four labels shown in figures 18 and 20. Figure 19 illustrates four of a series of labels by Cameo for Distillers Brands, Inc., a house which has paid particular attention to the excellence of its packages as well as of its products.

In illustration No. 22, we see a group of embossed and debossed foil labels made for the Paramount Liquor Corporation by the Tablet and Ticket Company. This company is also responsible for the Blum Brothers labels shown in illustration No. 9. It is claimed that such labels are highly resistant to counterfeiting, because of the limited number of suppliers of stock and fabricators of this type of label.

Figures 23 to 26, inclusive, illustrate a group of displays created by the Einson Freeman Company. Here, following lines of merchandising thought proven successful in other industries, outstanding effects have been achieved. Undoubtedly, this field far excels any other in the quality of the work so far achieved, with the possible exception of packaging and filling machin-

ery. Here, manufacturers have quickly succeeded in applying the improvements of technique of the last sixteen years to the purposes of liquor packaging. A few examples will suffice to illustrate the point.

Illustration 27 shows a Redington continuous loading cartoning machine particularly well suited to the packaging of bottles and giving a speed of as high as 150 per minute on miniature bottles and eighty per minute on quart sizes. Figure 28 illustrates a Redington bottle wrapper, suited to the wrapping of liquor bottles, particularly round fifths or quarts. This again is a high speed machine, operating at from fifty to sixty units per minute.

The Pneumatic Scale Company has installed a large number of individual machines and packaging lines in liquor plants. Figure 29 illustrates one of these, a combination of three separate coordinated units for the bottler whose requirements call for wide adaptability as to sizes packaged. The line-up consists of a Samco vacuum cleaner and filler, a single head capper and a McDonald simplex labeler. The three together provide an unusual degree of flexibility.

The Alsop Engineering Corporation manufactures a semi-automatic vacuum filling unit designed to handle bottles or jugs from one dram up to a gallon. Among advantages claimed for this unit are: permanent vacuum, individually compensated filling spouts and ease of adjustment.

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In the preceding pages we have presented a representative, though by no means complete, picture of the present condition of liquor packaging. Let us revert now to our original questions which called forth this picture.

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First: Has liquor packaging fulfilled its early promise? Here our

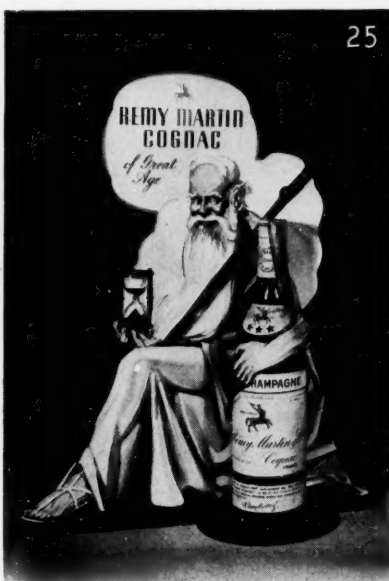
answer must be a qualified "No." In an article in the December, 1933, issue of MODERN PACKAGING, reviewing the first fruits of the post-repeal era, we said, "In the present 'novelty' stage the main attention of the buyer is concentrated on the purchase of remembered brands, domestic and imported and on such of the newer packages as he may come to know about in some way or another. But as this novelty buying wears off, we may accept it as a certainty that the package will influence sales, as with general consumers goods, and then the Battle of the Brands will be on."

This prediction has come true with startling suddenness. Yet too few are the liquor manufacturers who have realized the fact and expressed that realization in their packaging. Too many are still attempting to rely upon novelty, freakishness, blatant noisiness of color and similar aberrations of good taste rather than

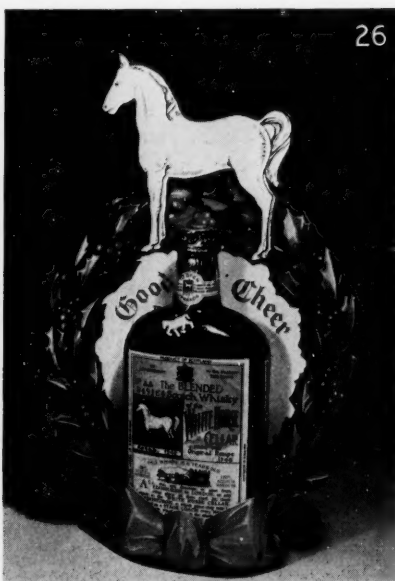
upon proved principles of package design. Possibly, as the meaning that the figures gathered by the Ross survey sink in, a greater realization of the importance of planned packaging will come to view. The fault is not in that some manufacturers have ignored the value of packaging, but rather that they have placed an overemphasis on a single factor—novelty. Such overemphasis, instead of building confidence in their products, results in the inculcating in the public mind of an association of the product with freakishness. Medicine show tactics—in packaging as elsewhere—pull only the suckers and, though one is born every minute, a single dose serves as a permanent cure.

Second: "Have package suppliers met the industry's

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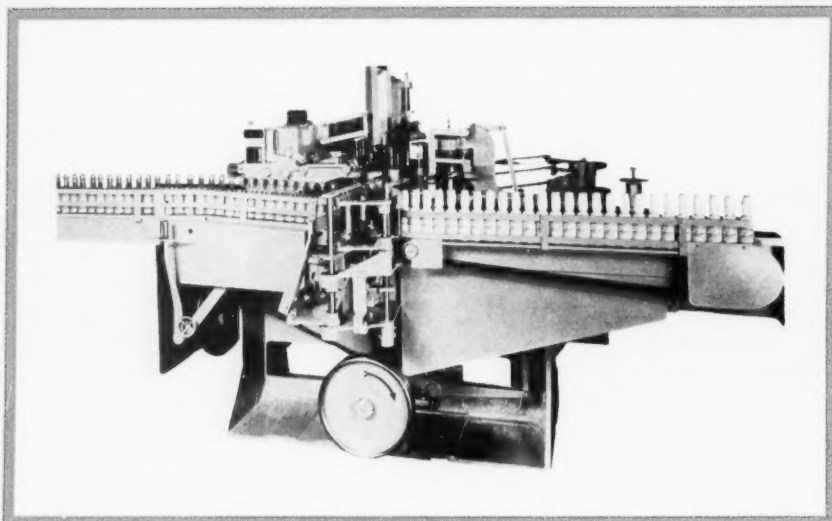


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26

problems with adequate solutions—particularly with respect to the provision of means for the prevention of tampering, counterfeiting and substitution? Here our answer is definitely "Yes." True, any number of cranks have been attracted by the problem. They have no doubt troubled and tortured the executives of liquor firms. But those who have relied upon established closure and container sources have found a marked and increasing degree of protection available. The problem is by no means solved. It is not one that is susceptible to any single solution but will rather



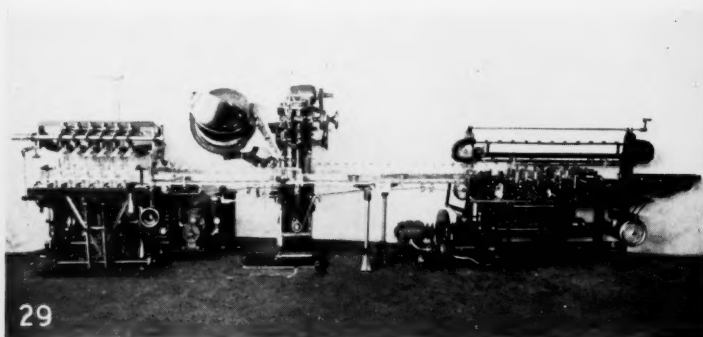
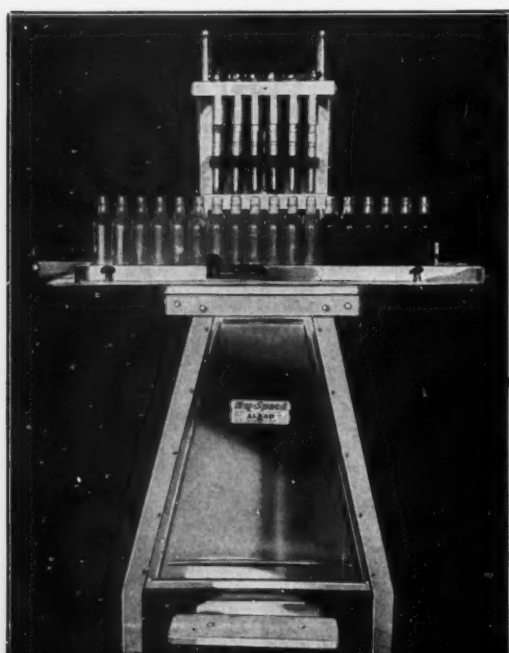
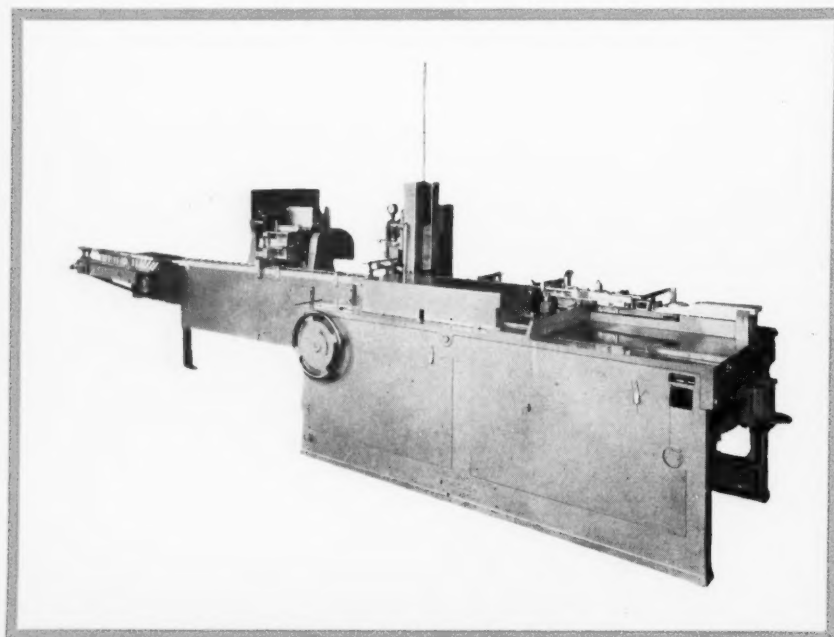
simmer down to the choice of a few methods of preventing or retarding undesirable practices. The more effective and the more expensive of these methods will be used on the higher priced brands while simpler methods—not necessarily less effective—will be used for brands where low cost packaging is highly important. One factor worth remembering—particularly in regard to the more expensive methods—is that the effect on consumer confidence sometimes justifies elaboration in such devices that would not be justified by the original consideration alone.

Third: "Has the liquor industry utilized the machinery, methods and devices which suppliers have provided to the best advantage?" Here again, our answer must be a qualified "Yes."

Machinery improvements have found quick adoption. Package developments, particularly those relating to construction of packages, have found a ready welcome in some firms—an uncritical welcome which may later be regretted in some others—and no welcome at all in a few remaining instances where manufacturers have chosen to ignore the value of packaging almost completely.

Finally: "Has the industry met merchandising and sales conditions—consumer and dealer demands—with the proper packaging solutions?" Here the Ross survey tends to show that it has not done so. When a large proportion of dealers clamor for better packaging

—more protective packaging—packages more susceptible to display, it can be assumed that the problem has not been completely solved. Yet it must be admitted that much progress has been made. The trouble is rather that a few firms have participated almost exclusively in all the really significant steps while others have held back.

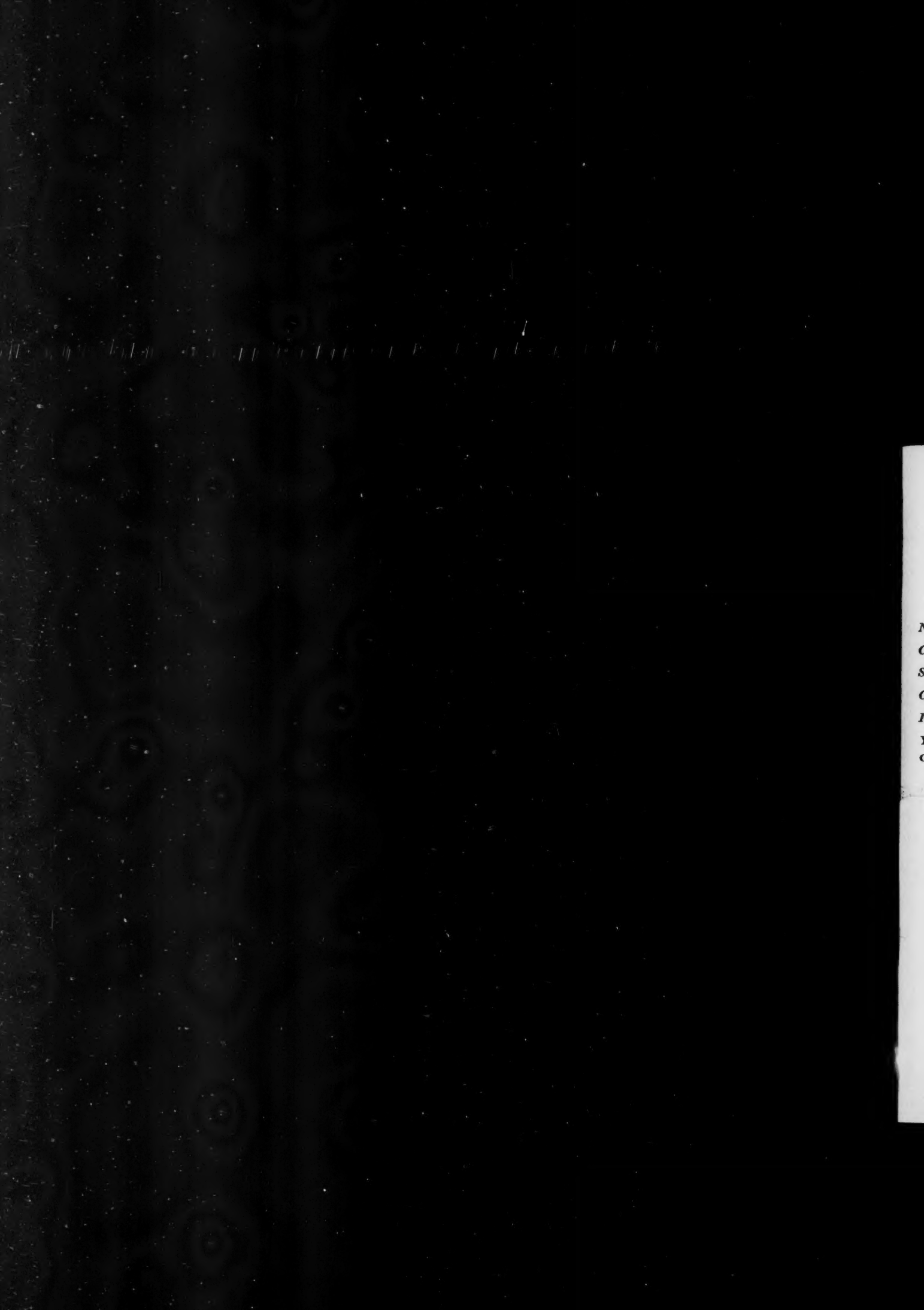


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New subscription and send bill for \$5.00 to cover one year.

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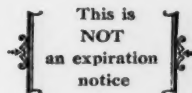
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City _____ State _____

Products Manufactured _____

Your position (or profession) _____

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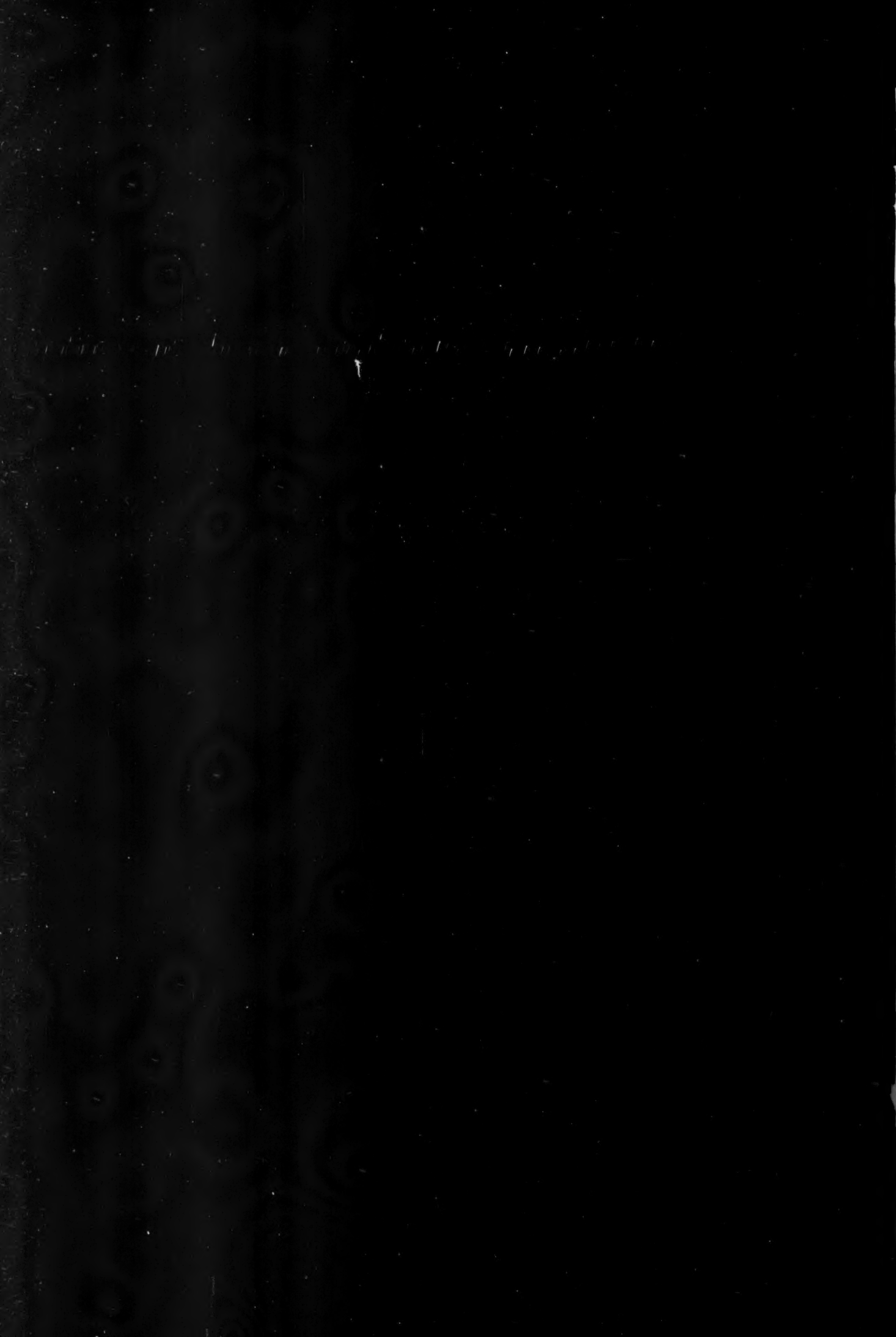
MODERN PACKAGING

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' ' SPIRITED ' ' LABELS

by H. J. L. Cotton*

WHAT does the smart modern package wear? A garb of bright colors and fine printing, its beauty enhanced and protected by spirit label varnish. Modern packaging experts have been quick to realize the added brilliance and extra protection given labels and wrappers by the correct use of spirit label varnish. Manufacturers of such special varnishes have conducted exhaustive experiments in their laboratories in an effort to determine how label and package manufacturers may best utilize their possibilities.

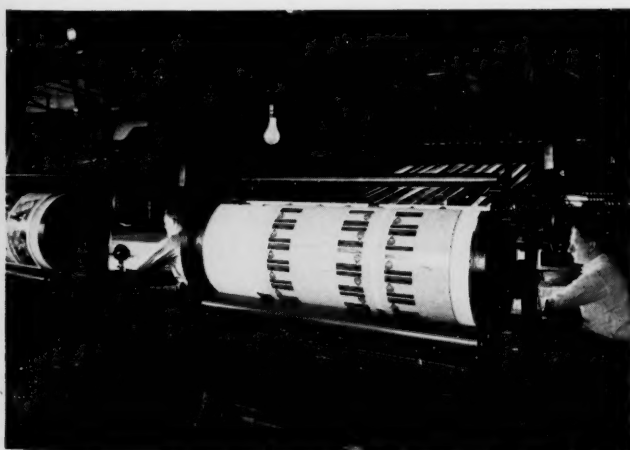
Like other finishes, spirit label varnishes serve both to protect and beautify. While the protection given by a label varnish is in no way comparable to a spar varnish or outside paint, it is sufficient to meet the demands put on such a product. A label varnish seals up the paper on which it is applied and makes the paper less subject to dirt retention and color smearing. An example of how much protection is offered is an ordinary lamp shade finished with a spirit varnish similar to a label varnish, which can be cleaned with a damp cloth. Generally, label varnishes give a very high gloss which brings out the colors and beauty of a label; full realization of this is obvious when viewing a varnished and unvarnished label. While spirit label varnishes find their principal use on labels, considerable quantities are used to finish small boxes, cartons, display signs and magazine covers.

The composition of a spirit label varnish is comparatively simple. As the name implies, alcohol or a varnish maker and painter's naphtha and alcohol mixture is used as the solvent. (Continued on page 103)

* Varnish Engineer, The Sherwin-Williams Company



Above are seen some of the uses of book binding lacquers. The usual procedure is to take colored paper for the background and apply a design by spraying the lacquer through a mask. This display was furnished by the S. K. Smith Co. of Chicago



In the toy grocery store set the ground coat is applied to the flat sheet by roller coating process and baked. The various inks are applied with a lithographic press and each color baked separately. A final coat of clear finishing varnish is applied and baked

Application of Sherwin-Williams spirit label varnishes—
The Dymeat Company, Cleveland, Ohio



At the speakers' table, left to right: Charles A. Breskin, William M. Bristol, Jr., Prince Vicheras, D. E. A. Charlton, Will de Grouchy, I. Willard Crull and George E. Webber. Shown in the foreground are the All-America medals

ALL-AMERICA WINNERS HONORED AT ANNUAL DINNER



Mr. Breskin and Mr. Bristol exchange greetings



R. V. Wright receives the All-America Gold Medal Award (Fibre Can Group) on behalf of the Chevrolet Motor Company, from Alan S. Cole

AMID a colorful setting—the Red Lacquer Room at the Palmer House—the All-America Package Competition presentation dinner was held the evening of Wednesday, March 6, and was attended by about three hundred guests of MODERN PACKAGING. These included winners of the 1934 All-America medals, prominent manufacturers of packaging materials and equipment and designers—a truly representative cross-section of the packaging industry.

The fifty-one medals—seventeen each of gold, silver and bronze, as awarded to the seventeen groups into which the entries were divided—were on display directly in front of the speakers' table. At the place of each guest was a souvenir paper box, specially made for the occasion by W. C. Ritchie & Company and contained a number of other favors.

Following an informal reception, the guests entered the dining room with the orchestra playing "Hail, Hail, the Gang's All Here." Of no small effectiveness was the capable serving of the dinner—a performance which reflected considerable credit on the hotel management. Seated at the speakers' table were: Charles A. Breskin, president of the Breskin & Charlton Publishing Corporation; William M. Bristol, Jr., vice president of the Bristol-Myers Company; H. R. H. Prince Vassila Vicheras; D. E. A. Charlton, editor of MODERN PACKAGING; Will de Grouchy, vice president of the United Farm Markets Association, Inc.; I. Willard Crull, vice president, Campana Sales Corporation, and George E. Webber of Standard Brands, Inc.

Mr. Charlton, the toastmaster, after welcoming the guests, introduced Messrs. Bristol, Crull and Webber of the 1934 Judges. Mr. Bristol then spoke on behalf of his committee, outlining the work which had been done in connection with the All-America Package Competition. The next speaker, Prince Vicheras, a recent visitor in this country, outlined a number of interesting

experiences in packaging and other fields. Though modest in speaking of his accomplishments, the Prince proved a most entertaining speaker and his talk was one of the high points of the occasion. He is credited with the publication of one of the first packaging journals abroad and is favorably known for his printing and publication activities.

Carl Claus of the New Jersey Machine Corporation, led the "community" singing which interspersed the program at this point. Then followed the presentation of the All-America medals.

The presentation was made by Will de Grouchy, formerly in executive positions with the Curtis Publishing Company, promotion manager for the Pepsodent Company in its radio programs—Amos 'n' Andy, The Goldbergs, Eddie Duchin's Central Park Casino Orchestra, Frank (Bring 'em Back Alive) Buck—and now vice president of United Farm Markets Association, Inc. Mr. de Grouchy emphasized the importance of well planned packages in merchandising and pointed out several interesting examples with which his experience had brought him in touch. In this connection Mr. de Grouchy pointed to the work done by magazines, such as *The Ladies' Home Journal*, *Vogue* and *Vanity Fair*, in connection with their front covers, which function as "packages" and are so regarded in the appeal that they must make to readers. He told of the earlier attitude on the part of publishers toward the use of distinctive illustrations, as created by famous artists, on front covers, pointing out that much of the foresight then shown is reflected in the magazine "packages" of today. There were certain misgivings as to the advisability of spending the sums required—often in the thousands—for drawings and paintings that were subsequently reproduced, but that this was justified is shown by the fact that such practices continue. "The package of today," he said, "is being interpreted in every phase of merchandising and selling, even though the medium may lack the physical form of a package." He commented highly on the progress which had been made in the science and application of packages and predicted greater accomplishments in the future for such mediums.

Following the presentation of the medals, the 1934 Certificates of Award, tendered to designers and material and equipment suppliers who contributed to the winning packages, were distributed.

The banquet marked the third annual affair of this sort held by MODERN PACKAGING, the two previous ones having been given in New York. As previously stated, the All-America Competitions "are not intended as attempts to glorify packages nor do they aim to establish a superiority of one package over another or seek to place any of the suppliers thereof in a position of undue prominence. On the contrary, they represent an earnest and sincere gesture to formulate a basis whereby the user of packages can determine a measure of what constitutes the successful package, taking into account every condition in its proper order of importance."



When package designers confer. Egmont Arens and Paul Rensinger contemplate one of the All-America Medals



One they hadn't heard before. Mr. Wright, Arthur Grace (Sefton National Fibre Can Co.), F. C. Merker (Woodward & Tiernan Printing Co.) and George W. Stout (Perfect Circle Co.) enjoy a good laugh over the latest quip



Between courses C. M. Jessup (Delco-Remy) and George Stout (Perfect Circle) study their programs while Jerry McQuaid and Elliott Odell (Drug Trade News) discuss a new campaign

Photos by courtesy of Chevrolet Motor Co.



PACKAGE IDENTIFICATION AND PROTECTION

by *Waldon Jawcett*

PACKAGE design piracy isn't in for probe at this session of congress in one quarter where a Senatorial examination was expected, advises Senator James F. Byrnes. Senator Byrnes introduced, in the last congress, a joint resolution (S.J. Res. 120) designed to put "on the spot" all forms of piracy of commercial and industrial property, including packages. The Federal Trade Commission was authorized to investigate and report regarding the piracy, infringement, imitation or simulation of designs, trade marks, patterns, shapes, forms and other distinctive marks or dress of goods but the session was so far advanced when this probe was proposed that there was virtually no chance for action. But Senator Byrnes tells MODERN PACKAGING that he does not intend to introduce a resolution similar to No. 120.

THE U. S. Division of Marketing Research will include packaging in the constructive research planned for its first year, states Frederick V. Waugh. Mr. Waugh is captain of the latest addition to the seats of knowledge and inspiration on packaging to sell—the new unit set up in the Bureau of Agricultural Economics of the U. S. Department of Agriculture at Washington.

Prefacing his remarks with an invitation to the readers of MODERN PACKAGING to come forward with suggestions, Mr. Waugh said: "I am afraid it will not be possible at the present time to outline in detail the research which we hope to do in connection with the packaging of foods. We are very much interested in this subject and believe that a great deal can be done to improve packages, both for the purpose of decreasing costs of handling and also for the purpose of stimulating the consumption of many foods. We intend to study this question as thoroughly as our researches will permit, but are not yet ready to outline in any detail a

program of research to be carried out in this field."

PROTECTION of packages, via Design Registration, isn't obtaining in the present Congress even so much attention as it has had in previous Congresses. The respective sponsors of design protective legislation

are Senator Nye and Representative Theodore A. Peyser. Senator Nye has been so occupied with the investigations of his special committee, etc., that the design proposition has had to take second place. Congressman Peyser tells MODERN PACKAGING that he will wait for Senator Nye to take the initiative. And he added: "I doubt whether I will introduce it this year."

TIPS on new inks and other contributors to packaging are to be had now and then at the U. S. Government Printing Office. The world's biggest print shop has a Division of Tests and Technical Con-

trol that is out for discovery all the while, although trade and industry hears little of it. As examples of the leads uncovered check the fact that recently there were developed a special ink and an overprint compound which, while designed primarily for use on vulcanized fibre-board, may have wide adaptations in packaging. The technical office is working constantly on the problem of improving the lithographic reproductions of half tones from zinc offset plates. Lately there has been pushed an exhaustive investigation of pyroxylin-impregnated fabrics which may help to uncover new resources for package decoration.

AT last, the Forest Products Laboratory is coming to grips with the problems of packagers. Seeing as how the big testing station and experimental plant at the University of Wisconsin is financed largely by Uncle Sam, many packagers (*Continued on page 105*)

Package design piracy seems to be without a champion at the forthcoming session of Congress.... No plans for packaging research by the Division of Research have yet been formulated.... Design registration has been temporarily shelved. But encouraging exemptions are to be permitted under the Copeland Bill.... Patent reclassification should reduce litigation now arising from invalid patents. So the score "for and against" packaging as reported from Washington is about even.—Editor.

Design

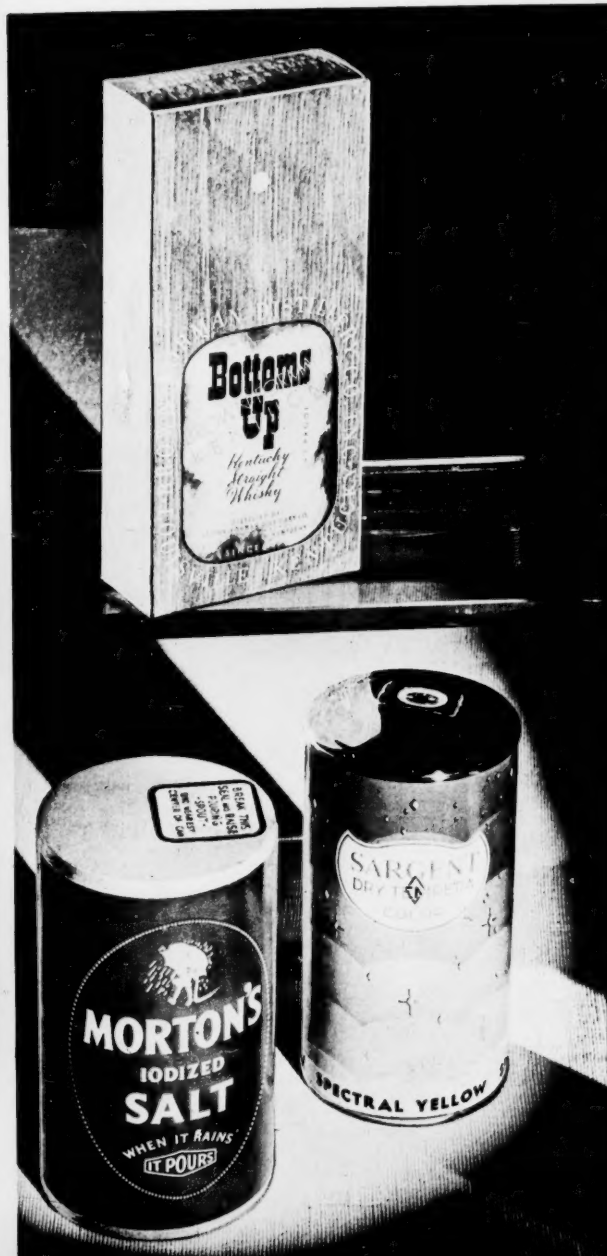


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Consider our first grouping, Packages distinguished by the excellence of their design. The group . . . in an all-inclusive sense . . . represents the typical limitations which confront any manufacturer. The opportunities for fine design, which these packages have capitalized were no greater than those open to the average manufacturer. Yet, each in its own way, far better the achievement of the average run of packages.

Examining the group, you will notice certain common characteristics. All avoid the freakish and the bizarre. All make quickly apparent the nature of the product within—both by direct wording and by the more subtle means of fitting colors, tones and shapes. All are thoroughly practical from a production viewpoint. Common to all is an attention to the details of design—the small points which, almost unnoticed, create the desired effect. Finally, in each instance, the designer has adjusted his work to the all important considerations of display, use and preservation.



Display



Here our group is a small one, yet again varied in the nature of the products and the means of achieving the desired effect. The Mel'o, Putnam and Mongol displays are, in essence, fine advertisements. They tell the product's story instantly and interestingly. The Aberlepak display not only makes visible a product usually relegated to the shelves but does so in a way that makes possible—and even probable—the purchase of a two or three pair unit. The Rogers Brothers' silverware display is an essential part of the product itself, planned with an eye towards the winning of central position in every jeweler's window. The Shorewood package—a wrap—capitalized to the fullest extent the display possibilities of both the product and the wrapping material.





DO YOU PACK IN COLLAPSIBLE TUBES

Here's a tube that now costs less to buy...


YOU
*might as well
make this
saving*

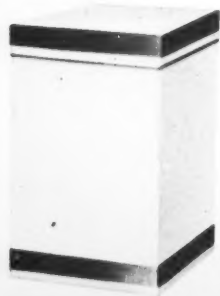
Read the facts...

● Tubes made of Aluminum are strong and withstand abuse. They can be closed without the use of clips, with an ordinary double fold, and are ideal for clipless closure. Threads are firm, will not strip or deform and are less likely to cross.

An important advantage is that Aluminum is a clean metal, non-toxic, non-contaminating, sterile. It will mean something to purchasers to know you so highly regard your product that you pack it in

pure Aluminum tubes, to protect its purity indefinitely.

Although Alcoa Aluminum tubes are so much stronger, they are soft and flexible for dainty feminine fingers to squeeze. The clean, annealed surface permits beautiful decoration. With all these advantages these tubes are now more economical to buy. Let us lay ALL the facts before you. Write ALUMINUM COMPANY OF AMERICA, 1829 Gulf Building, Pittsburgh, Pennsylvania. 



Attractive, Economical RE-USE Boxes

The same impact extrusion process by which collapsible tubes are made forms the basis for many interesting re-use package possibilities. Boxes in a variety of shapes and sizes may be highly polished, dipped, satin-finished, Aluminized, enameled or lithographed.



ALCOA · ALUMINUM

▼ ▼ ▼

"Wouldn't it cause a lot of commotion if one of the geniuses of package design came along and said, 'This package not only has shelf appeal, but can be opened by the frailest housewife without the aid of hatchet, hammer or cold chisel'?"

▼ ▼ ▼

(From the Copy Cub's column,
Advertising Age.)



NOTE
the perfect
fitting
REclosure too!

● We'll bet your wife interrupted your pre-dinner reading of the newspaper to implore your help. And the odds are that even strong Mr. Copy Cub himself discovered that hatchet, hammer AND cold chisel needed the addition of emphatic language.

We'll appreciate it if you will sit right down to your typewriter, hammer out a note to the packer of that hard-to-open product and say, "Look at the Alseco

advertisement in Modern Packaging for March and you'll find an Alseco Goldy seal that IS easy to open. Lots more wives and husbands would 'repeat' better for you if you used one of these easy-to-open tops."

If you want samples, prices and a lot more information to shoot along to packagers who will appreciate the suggestion, just write ALUMINUM SEAL COMPANY, New Kensington, Pa.



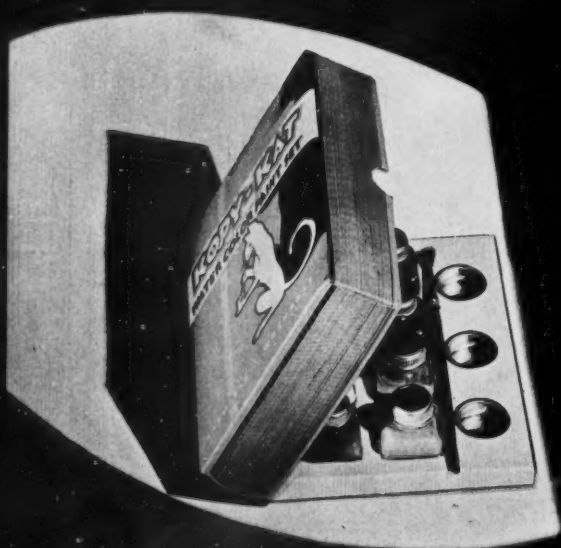
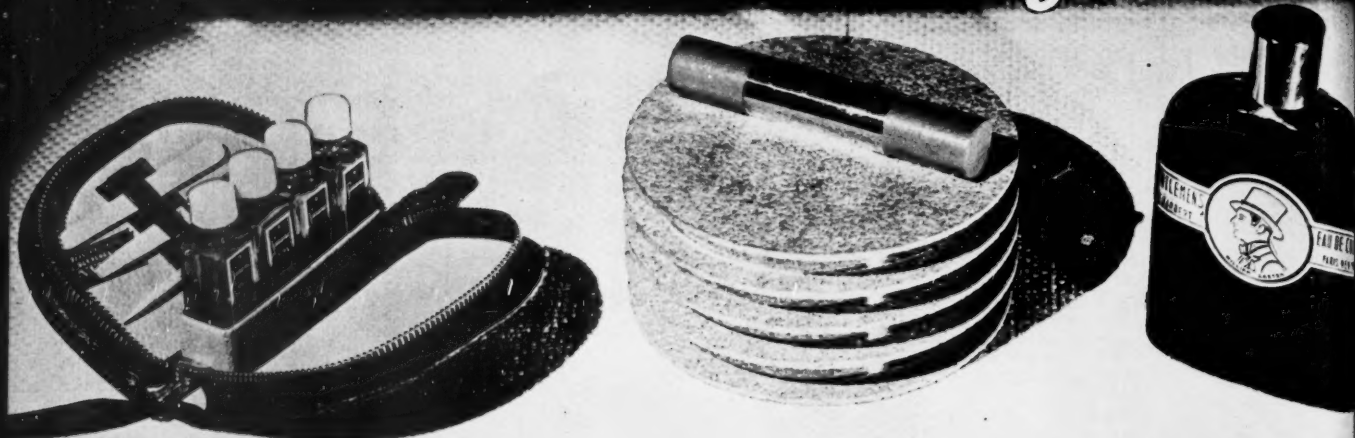
TRADE MARK



REG. U. S. PAT. OFF.

Alseco SEALS AND SEALING MACHINES

Merchandising



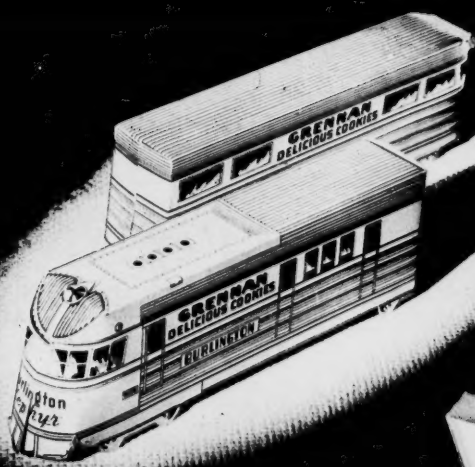
In planning for merchandising value, the element of ingenuity calls for figurative tight rope walking. Too much restraint results in a dull and, hence, uninteresting package. Exercise too little restraint and you produce a freak which defeats its purpose by an excess of ingenuity.

Here are eight packages that have taken a middle course and avoided both pitfalls. The zipper fastened nail polish kit combines attractive display appearance with instantly apparent convenience in use. The Vito-Ray powder box utilizes parallel rings of cork, a material which by the very rarity of its use in packaging creates the effect of novelty desirable for such a product. The Charbert cologne flask, designed for men's use, gains a double merchandising advantage by its suitability for both traveling use and re-use as a liquor flask. The Kopy-Kat paint set ingeniously uses a folding carton, in the shape of a



book, to house a group of paints in a manner that will insure their being kept, by the child, as a group.

Hoyt's But-A-Kiss candies and Grennan's Cookies both capitalize the plus-values of toys as an inducement to juvenile sales . . . the former by offering a sturdy string-pulled car, the latter by using a folding carton simulation of the much-publicized Burlington Zephyr. Golden Valley dates achieve the desired effect of freshness by the use of a set-up tray fashioned after the lines of a berry box and wrapped in golden tinted transparent cellulose. Finally, the Gold Standard set of liquor glasses insures large unit sales by presenting an assortment of different sizes in a single container.



Construction

Innovations in construction are always being presented. Yet few survive. Here are ten which, we believe, will overcome the conservatism of the general public by the overwhelming weight of their convenience in use.

Albodon Tooth Powder boasts a sliding closure which operates by a finger-flip of the hand which holds the can, leaving the other hand free to hold the brush. Camelo cleaning fluid solves the problem of feeding the proper amount of cleanser to the right spot by supplying a closure-brush through which the fluid is fed a drop at a time. An ingenious finger-turned valve controls the flow. The Kodye ink-bottle avoids spilling by the simple device of providing an unusually broad base while the Burgess Battery Display employs a gravity feed providing a self-dispensing container which insures a full-appearance at all times.



In the case of Holsum Olives a cleverly designed bottle provides unusually effective display for every olive while making the job of the packer easier than it would be in an ordinary round container. The Magnespirin vial uses an aluminum snap-on closure to achieve superior ease-of-use while the Varel powder box takes on much of the utility of a compact through the use of a pastel colored molded cover over its conventional set-up base.

Bond radio tubes achieve a decided sales advantage through the use of a clever carton which permits the tube-testing while preventing tube substitution. Devonshire Kraka Nuts are packed in a printed cellulose bag which affords full product display at low cost while achieving structural firmness through the use of an integral board back and sides. The Fellows Cutter package affords full protection for an expensive tool by packing it in a metal box with card-board liners to absorb any shock. Variations in the size of the tool are taken up by the introduction of compensating rings of the board liner.



CREDIT...

Product sponsors, designers, manufacturers of packages and suppliers who contributed to the creation of the packages shown on the preceding pages are here listed, alphabetically by product names.*

ABERLEPAK

Company using display: H. C. Aberle Co.
Boxes: Dennison Mfg. Co.

ALBODON

Company using package:
William R. Warner & Co.
Closure: Ralph Wilson, Inc.

BOND RADIO TUBE

Company using package:
Bond Electric Corp.
Designer: W. Ringle
Carton: National Folding Box Co.

BOTTOMS UP WHISKEY

Company using package:
Brown-Forman Distilling Co.
Designer: George Switzer
Bottle: Owens-Illinois Glass Co.
Carton: Empire Box Company
Label: Courier-Journal Printing Co.

BURGESS FLASHLIGHT BATTERIES

Company using display:
Burgess Battery Co.
Display: American Carton Corp.

CALDWELL'S RUM

Company using package:
A. & G. J. Caldwell, Inc.
Designer: Egmont Arens
Bottle: Salem Glass Co.
Label: White & Co.

CAMELO CLEANING FLUID

Company using package:
Camelo Products Co., Inc.
Bottle: Owens-Illinois Glass Co.

CHARBERT COLOGNE FLASK

Company using package:
Parfums Charbert, Inc.

DEVONSHIRE KRAKA NUTS

Company using package:
Devon Bakeries, Inc.
Designer: Bert Weil
Container: Dobeckmun Co.

DITTO CLEANSING CREAM

Company using package:
Ditto, Inc.
Designer: Edward A. Knox
Tube: Aluminum Co. of America

FELLOWS GEAR CUTTER

Company using package:
Fellows Gear Shaper Company
Designer: Miller E. Miller, J. T. Chirurg Co.
Can: American Can Co.

FLAXLIN TOILET TISSUE

Company using package:
Regal Paper Co.
Designer: Martin Ullman

GOLDEN AGE COCKTAIL

Company using display:
D. W. Putnam Co.
Display-Carton: Rochester Folding Box Co.

GOLDEN VALLEY DATES

Company using package:
California Date Growers Association
Designer: Lord and Thomas
Carton-Tray: Fibreboard Products Co.
Wrap: Shellmar Products Co.

GOLD STANDARD GLASS SET

Company using package:
Federal Glass Co.
Set-up box: Herb Paper Box Co.
Gold paper: Hazen Paper Co.

GRENNAN STREAMLINE COOKIES

Company using package:
Grennan Bakeries
Carton: Milprint Products Corp.

HENDRIK HUDSON GINGER ALE

Company using package:
Risedorph Bottling Co., Inc.
Foil labels: Reynolds Metals Co.

HOLSUM SPANISH OLIVES

Company using package:
Holsum Products, Inc.
Closure: White Cap Co.

HONEY BOY BREAD

Company using package:
Huber Baking Co.
Designer: John Gilbert Craig
Paper:
Nashua Gummed and Coated Paper Co.

HOYT'S BUT-A-KISS

Company using package:
F. M. Hoyt & Co.
Box: Cambridge Paper Box Co.

KO-DYE INK

Company using package:
The Randall Co.
Bottle: Owens-Illinois Glass Co.

KOPY-KAT PAINT KIT

Company using package:
Robert Keller Ink Co.
Designer: Cooper & Shower
Closures: Tin Decorating Co.
Carton: Wolverine Carton Co.
Bottles: Owens-Illinois Glass Co.

KRIM'S GINGER ALE

Company using package:
Krim Beverage Co.
Bottle: Owens-Illinois Glass Co.
Designer: Norman Steuer

MAGNESPIRIN

Company using package:
Calco Chemical Co.

MELO POURING DISPLAY

Company using display:
Hygienic Products Co.
Display manufacturer:
Forbes Lithograph Mfg. Co.

MICHIGAN GARDEN PEAS

Company using package:
Beutel Pickling & Canning Co.
Designer: Cooper & Shower

MONGOL PENCIL DISPLAY

Company using display:
Eberhard Faber Pencil Co.
Display: Edwin Cole

MORTON SALT

Company using package:
Morton Salt Co.
Fibre can: American Can Co.
Designer: Sidney Bagshaw, Arthur S. Allen

OLD COUNTRY WAFERS

Company using package:
Zinsmaster Hol-Ry Co.
Designer: R. E. Kennedy
Transparent Printed Wrap:
Shellmar Products Co.

PAINTER CRAFT ENAMEL

Company using package:
The Sherwin-Williams Co.
Designer: L. H. Wilson

POLAR ANTI-FREEZE

Company using package:
Polar Mfg. Co.
Designer: Ferdinand J. Obeck

ROGER BROS. SILVER CHEST

Company using package:
International Silver Co.
Designer: Benjamin Prout
Box: Reuckert Mfg. Co.

ROYALE CHOCOLATES

Company using package:
Reymer & Brothers, Inc.
Designer: Pitt Studios
Set-up box: G. A. Bisler, Inc.

SARANE MANICURE KIT

Company using package:
M.V.C. Laboratories
Leather case:
Travins Leather Products Corp.
Bottles: Owens-Illinois Glass Co.
Molded caps: Closure Service Co.
Labels: Wheeler Vau Co.; Grand Rapids Label Co.

SARGENT COLORS

Company using package:
American Artists Color Works
Fibre can: Cross Paper Products Co.

SHOREWOOD UNDERWEAR

Company using package:
Shorewood Mills

SWEET PICKLES

Company using package:
Carson, Pirie, Scott & Co.

VAREL POWDER

Company using package:
Varel, Inc.
Molded top: General Electric Co.

VITA-RAY DUSTING POWDER

Company using package:
Vita-Ray Corp.
Designer: Edwin H. Scheele
Cork: Armstrong Cork Co.
Metal: Apollo Metal Co.

WHITE LINEN SOAP FLAKES

Company using package:
Allen B. Wrisley Co.
Designer: Harry H. Farrell
Carton: Imperial Box Co.

*Above information, taken from entry blanks for the All-America Package Competition as submitted by package entrants, is in some cases incomplete. Modern Packaging will secure further information, from product manufacturers, upon request.

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"GIVING THE PUBLIC WHAT IT WANTS"

How The Texas Company Met Widespread Public Demand for Quality Motor Oil . . . at "a Quarter a Quart."

PAST generations were more easily satisfied with the commodities they purchased than the critical consumers of 1935. They expected less, demanded less—and received less. Our great grandparents raised no objection to the open cracker-barrel which, too often, was the nocturnal resting place of the family cat. Watered milk and sanded sugar were the standby quips of native wits of that day and age. Wooden nutmegs brought undying fame to Connecticut Yankees. Butchers were reputed to have raised themselves to affluence by their thumbs—when added to the weight of ham hocks and succulent steaks. . . .

But that was long ago. Canned goods were almost non-existent. All cans were laboriously made and sealed by hand. As a result, canned food was rare and

expensive. Our thrifty ancestors were not particularly interested in such "new fangled ideas," especially if it meant an expenditure of more money.

Gradually, however, American ingenuity overcame the cost objection through the development of complicated machinery that made, packed and sealed cans with unbelievable speed and accuracy. The first cans were made over a hundred years ago. They were crude affairs, hand formed and hand soldered at the rate of about sixty cans per day. No hands touch a modern can . . . from tin plate to finished product. Now a single machine produces approximately 150,000 cans per day, each can far superior to those made by hand.

Thanks to machines which have made modern packaging possible, the purchasers of today have learned to demand better things of life. Practically everything





we consume—from asparagus tips to zwieback—is packed in sanitary cans, bottles or cartons, in tin plate, glass, paper, paperboard or transparent wraps.

Although every variety of food product has been packed in sealed or moisture repelling containers for a decade or more, it is only a matter of months since the needs and desires of the American motorist have been given serious consideration.

Substitution, adulteration and contamination of motor oil are the three greatest enemies to the life and power of the automobile engine—and to the pocket-book and peace of mind of the average motorist. Not so many years ago, an investigation of the winter motor oil selling practices disclosed that as many as *seventeen brands* and *thirty-two grades* of motor oil were dispensed from a single oil drum, from dawn to darkness!

Think of what this means in terms of potential damage to the finely polished bearing surfaces within the engine. In winter, motor oil must accomplish *two very different and difficult tasks*: It must flow freely at zero and below; and it must stand up against the vicious attacks of heat and friction when the engine has reached its normal operating temperature.

Furthermore, the mechanical design of the automobile engine varies from year to year and from model to model. For this reason it is of utmost impor-

The junk heap—sad commentary on substitution and dilution of motor oils, one of the major causes of premature motor failure



The same type of applied ingenuity, which carried America from the cracker barrel stage to the use of such modern packages as these entries in the All-America Package Competition, has resulted in the application of packaging's advantages to the lubricating oil field

tance that only the proper grade of motor oil be used for any given make or model of engine. It is quite obvious that the correct oil for the old fashioned sleeve-valve motor will be entirely different from that which should be used in a high speed, high compression engine of 1935.

With widespread substitution of inferior motor oils, no wonder so many weary motors met an untimely end in the automobile graveyard—that dismal bourne from which there is no returning. No wonder so many automobiles toiled their noisy way along the roads, lacking speed, lacking pickup, lacking power. With vegetables, meats, drugs, cakes, candies—even shirts and sheets—sealed against substitution, adulteration and contamination, it was but natural that the great refining companies of America should get into step with the procession so far as their own products were concerned.

Leading marketers of motor oils were for it. Can manufacturers were ready and eager to put the power of publicity behind a nationwide campaign to educate the motoring public to expect and demand canned motor oil. Thus we have seen an overnight revolution in the method of dispensing motor oil from the thousands of service stations that are to be found dotting our highways from coast to coast.

With this drastic change in the method of selling motor oil, we see the establishment of new standards in the service station appearance and arrangement.

Gradually the unsightly hand pumps and oil tanks are disappearing. The wire baskets, filled with begrimed oil bottles, will soon be a thing of the past. The open oil measures have always been a source of dissatisfaction and annoyance to car owners and service station attendants alike.

But this important step to safeguard the power and life of our automobile motors was a mixed blessing to the

average motorist. Cans cost money. And so canned oil commanded a higher price than oil of comparative quality when dispensed in bulk from the pump. The motorist soon learned that he must pay a premium of from three to five cents per quart for the better grades of canned oil when he obtained them.

However, a large section of the motoring public had been accustomed to buying oil of the highest quality for twenty-five cents per quart. With the growing acceptance of canned oil, millions of motorists asked the question "Where can I buy good *canned* oil for a *quarter* a quart?"

Appreciating this demand, The Texas Company decided to give the public what it wanted. This great refining company now offers Texaco Motor Oil, in sealed quart and five quart cans, at *twenty-five cents a quart*—the same high quality motor oil at the same price formerly charged for bulk oil at the pump! Thus The Texas Company has forged the final link in the chain of exclusive control of Texaco Motor Oil—from the oil well to the crankcase.

Texaco Motor Oil is made from selected crude oils under the constant supervision of the company from well to refinery. Here it is carefully and completely refined to assure full protection to the motor under all conditions of heat, speed and power. This assures easy starting in winter, maximum resistance to high operating temperatures in summer and freedom from sludge-forming impurities.

Now this high quality Texaco Motor Oil is sealed in cans at the refinery. This is the final link in assuring the purity and genuineness of this motor oil—from the Texaco oil fields, direct to your crankcase, untouched by human hands.

What does this momentous step in modern packaging mean to Mr. and Mrs. Average Motorist? Among other things it means:

Absolute freedom from substitution. The motorist sees the station attendant open the sealed can for the first time. He sees him pour its contents into his crankcase. And he notes that the can is ruined so that it cannot be used again.

Absolute freedom from contamination. Every can is filled with Texaco Motor Oil at the refinery. No dirt, no grit, no water, no contamination of any kind can find its way through the sealed walls of the can.

Absolutely honest measure. The Texaco can supplies its own measure. There can be no short measure or chicanery in the simple operation of puncturing the can and pouring the contents into the crankcase.

Always the correct grade. The motorist gets the S.A.E. grade of motor oil he asks for. This grade is plainly stamped in the top and bottom of the can. No chance of dispensing S.A.E. 40 when S.A.E. 20 is demanded.

A convenient container. It is now as simple a matter to carry a quart or two of motor oil in the car for emergency use as it is to stock your cupboard at home with soup, spinach and succotash. Compact. No leakage. Easy to open when needed.



Easy on the pocketbook. The best news to Mr. and Mrs. Average Motorist is the economy angle. For the first time, all of these advantages are made possible, in canned Texaco Motor Oil, at absolutely no increase in price.

But the advantages of canned Texaco Motor Oil are not limited to the consumer alone. The Texaco dealer profits in many ways which do not appear on the surface. This, of course, is a most important consideration. After all, the man behind the pump is as important to The Texas Company as the man behind the gun is to the Commanding Officer. The officials of The Texas Company gave serious thought to every phase of oil canning before adopting the new container.

In the first place, the label design on the new Texaco can is extraordinarily well suited for effective display. It is a well known fact that a product that can be shown to advantage can be sold to advantage—and this is particularly true of the Texaco label design.

This attention-getting label is divided into masses of brilliant red and glis-

ishing the motor oil in his crankcase.

A special metal rack is provided for dealers which not only assures interesting, colorful display but makes the cans instantly available for dispensing the oil as needed. These metal display racks are portable and may be used in a variety of places about the service station: on the pump island; inside the service station building; at the entrance to the

driveway leading into the station or adjacent to the lifts or pits where Texaco Certified Lubrication Service is given.

Nor does the Texaco can lose its value, from a display standpoint, after its contents have gone the way of all good motor oil. Empty cans, plus the ingenuity of station at-

tendants, have resulted in many weird and awesome displays that are to be found in prominent locations at service stations.



tening white, in checkerboard fashion. Such an arrangement permits wide variety in displaying the cans inside the service station and on the pump island.

The value of the brand identification of the new Texaco can cannot be over-estimated. Wherever the motorist drives throughout the country he sees Texaco stations. At every station he sees the new Texaco cans. These cans, displayed in station building windows and on pump islands, are constantly projecting the same message to prospective purchasers: "Here is high quality Texaco Motor Oil, sealed in cans, free from all danger of substitution, adulteration and contamination." The red and white checkerboard design makes the cans stand out in contrast with any competing brand of canned motor oil.

The repetition of the mental impressions of this colorful can display upon the minds of the motorist is the drop-drop-drop of advertising that *wears away his sales resistance—and reminds him* to buy Texaco Motor Oil the next time his oil gage shows the need of replen-



Miniature oil rigs, windmills, log cabins, lighthouse towers, even Mickey Mice, have appeared to attract and beguile the onlooker—all of them created from empty oil cans, strung end on end and racked tier on tier. Truly, a new school of art has arisen from the lowly service station.

In addition to the cans themselves, The Texas Company supplies the dealer with attractive metal signs for permanent announcement of the new canned Texaco Motor Oil—at no advance in price—on the walls of his service station buildings, or other convenient spots about his place of business.

Large cloth banners and an assortment of smaller pennants are also furnished to Texaco dealers. Past experience has proved that numerous banners and pennants, displayed about the station, are most effective in acquainting the passing motorist with a new product or service. Constant repetition of the mental impressions of banners and pennants upon the motorist, as he drives about town, attracts his attention, arouses his curiosity and, finally, creates the desire to investigate and buy.

Naturally, The Texas Company adopted this plan of selling canned motor oil—"at a quarter a quart"—only after giving careful consideration to every phase of the distribution and advertising problems involved. Accordingly, all forms of general publicity advertising will be coordinated to impress the American motorist with the many advantages of buying the new canned oil.

Last year, The Texas Company made spectacular

use of twenty-four sheet posters. For the first time in outdoor advertising history, a nationwide user of twenty-four sheets used three different posters a month for a period of three months. During June, July and August, 1934, three different outdoor messages from The Texas Company greeted the American motorist—from coast to coast, from the Canadian border to the Gulf of Mexico. It is understood that similar effort, via twenty-four sheet posters, will be used in acquainting the motorist with the new canned motor oil.

Extensive newspaper and magazine advertising will be employed. And Ed Wynn, the famous "Fire-Chief," will soon be broadcasting: "So-o-o-o-o, I bought a new tool for my car. What do you think it is, Graham? A can opener!"

From a strictly merchandising standpoint, canned motor oil has many standout advantages never before available to the man behind the pump at the service station:

Smaller Investment. Canned oil provides a wider assortment of grades with a smaller stock inventory. A few cases of canned oil meet the lubrication requirements of every car on the road.

Faster Turnover. A small initial investment in canned oil turns over much faster than the larger purchase of oil in drums... with a corresponding increase in profit on cash investment. This frees the capital of the dealer for the purchase of fixed improvements which assure a more completely equipped and therefore a more profitable station. (Continued on page 102)



BROMO - SELTZER ENDS A PACKAGE HEADACHE

WHEN a product has appeared in the same package for a period measured in decades—when that package has become recognized as a standard item in almost every medicine cabinet and in every soda fountain—when unit sales of that package, in its various sizes, run in excess of seventeen million a year; then the problem of considering a package change is indeed a momentous one.

In the case of Bromo-Seltzer, the very weight of this problem has probably operated to delay any consideration of change for a number of years. Those who felt that change was dangerous had an argument with much weight on their side. Those who were for a change, to meet more modern merchandising trends, found any arguments they might command puny against the weight of a rightfully conservative attitude.

Yet today, Bromo-Seltzer, a standby as a package for more than forty years, is abandoning its old fashioned light blue wrap and appearing, instead, in brilliant blue cartons. The change has been made, not because sales were decreasing. On the contrary, they have continued their steady mounting trend . . . with probably a slight acceleration since the advent of repeal. Rather the reason was to anticipate a possible increasing resistance to the old package which the entire trend to newer designs might provoke. Foresight, not hindsight, is the motivating force.

The new Bromo-Seltzer package differs from its predecessor in one respect only. The bottle remains the same . . . for the blue bottle is still thoroughly satisfactory from both design and color, and in shape it was probably far ahead of its time when first introduced.

Changing trends have caught up with it rather than passed it.

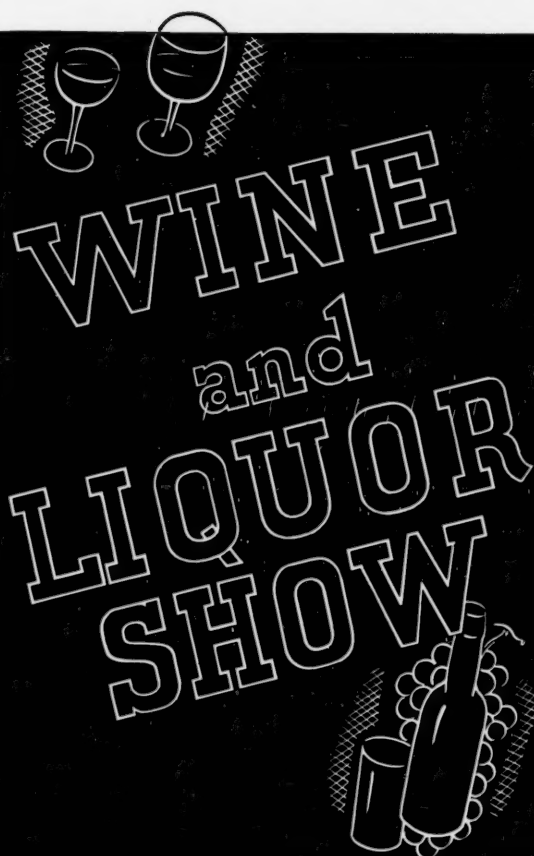
The outer wrap, however, was definitely dated. To replace it an entire family of identical cartons has been created, in blue and grey. Two sides of each carton carry reproductions of the familiar bottle within. To aid display and simplify the appearance of the carton, however, the design of the label has been simplified by the replacement of the customary label information required by law—the directions for use, etc.—with a simple, bold-type message reading "Bromo-Seltzer, for headaches, neuralgia." The other two sides carry the words "Bromo-Seltzer" in bold face type across the blue band and the necessary descriptive information in blue upon the grey background. Finally, the top of each carton has been given a small blue medallion with the name of the product and directions for storage set in white upon it.

The inclusion of the bottle reproductions on two sides of the carton occasioned some extensive debate while the carton design was under discussion. A major point leading toward the decision finally taken was found in the fact that double reproduction of the bottle would permit of display across the corner of a window or counter where the carton could be visible to passing customers from two angles.

Obviously, a change so radical as this one is never made lightly. It was preceded by a long period of study, in which surveys were made of both dealer and consumer desires. The weight of these surveys was a major factor in inducing the change. This, like the results of the Ross Federal (Continued on page 100)



The old and the new speak for themselves. The entire new family of cartons for Emerson Drug Company has been developed by the Carton Division of the American Coating Mills, Inc.



WINE and LIQUOR SHOW

*I*N all fairness to the liquor industry, it should be stated that the entries in the Package Competition conducted under the auspices of MODERN PACKAGING and held in conjunction with the second annual National Wine and Liquor Show and Convention were hardly representative of such progress as that industry has made in the development and use of packages for its products. To begin with, the number of entries was disappointing and practically all of the packages which have received attention in other competitions and elsewhere were conspicuous by their absence.

Whether this was due to lack of interest, an unwillingness on the part of possible entrants to submit their packages for analysis or insufficient publicity for the affair, one cannot say, but, at any rate, when the count was made, preliminary to the judging, the entries totaled less than two hundred.

The packages were divided into seven groups or classifications, these being as follows: Gin, Cordials, Domestic Whiskey, Domestic Wines, Imported Whiskey, Imported Wines and Rum. The greatest number of entries was that in the cordial group which totalled 60 packages. Domestic whiskey was next, with 49 entries; gin, 25; domestic wines, 16; 8 each in imported whiskey and imported wines, and 6 entries in the rum group. Special exhibits, consisting of several

gift boxes and packages which make use of additional containers for merchandising purposes, were also included, and these attracted considerable attention from the committee, it being felt that the liquor industry can benefit appreciably from the use of such packages in its merchandising.

The judging committee consisted of Charles A. Breskin, president of Breskin & Charlton Publishing Corporation; Willard F. Deveneau and Stuart F. Ball, respectively director of merchandising and art director for The Richardson-Taylor-Globe Corporation; D. E. A. Charlton, editor of MODERN PACKAGING, and Alan S. Cole, general manager, Breskin & Charlton Publishing Corporation. Considerable credit is due to Marshall W. Reinig, managing director of the 1935 National Wine and Liquor Show and Convention, for the various arrangements made on behalf of the committee.

In all, seventeen awards were made, including the grand prize, a silver loving cup suitably engraved. Geographically, these were fairly well divided although Chicago heads the list with five of the winning packages to its credit. In the imported whiskey group, Scotland claims all three winners. And the two prize winners from the West arrived the morning of the judging, by airplane!

The awards were as follows:

Grand Prize: Reno's Town House Cocktail, made by Hiram Walker & Sons Western Inc. for the Town House Corporation, Reno, Nev.

First Prize—Gin Group: Old Guard Distilled Dry Gin, by Distillers Brands, Inc., Cincinnati, Ohio.

First Prize—Cordial Group: Le Grandiose Cordial (Creme de Menthe) by Mar-Salle Chicago Company, Chicago.

First Prize—Domestic Whiskey Group: Black Scot Blended Scotch Whiskey, by The Hamburger Company, Chicago, Ill.

First Prize—Domestic Wine Group: Kings California Port Wine, by Kings International Incorporated, Chicago.

First Prize—Imported Whiskey Group: Vat 69, by Wm. Sanderson & Son, Leith, Scotland.

First Prize—Imported Wine Group: No award.

First Prize—Rum Group: Jose Moncado Rum, by Mar-Salle Chicago Company, Chicago.

Second Prize—Gin Group: Cedarhurst Distilled Dry Gin, by The Thomas Ward Distilling Company, Westminster, Md.

Second Prize—Cordial Group: Mohawk Creme de Prunelle, by Mohawk Liqueur Corporation, Detroit, Mich.

Second Prize—Domestic Whiskey Group: Old Guard Straight Kentucky Whisky, by Distillers Brands, Inc., Cincinnati, Ohio.

Second Prize—Imported Whiskey Group: Ballantine's Scotch Whisky, by George





GRAND PRIZE WINNER

Reno's Town House Cocktail
Town House Corporation, Reno, Nevada

Ballantine & Son, Limited, of Glasgow, Scotland.

No second prizes awarded in the Rum and Domestic and Imported Wine Groups.

Third Prize—Gin Group: High Hat Distilled Dry Gin, by Edward J. Goldie Importation Company, San Francisco, Cal.

Third Prize—Cordial Group: De Vonaire Cherry Cordial, by Paramount Distilling Corporation, Chicago.

Third Prize—Domestic Whiskey Group: Park &

Photographs by Heefield-Tillou





FIRST PRIZE WINNERS



Gin Group: Old Guard Distilled Dry Gin
Distillers Brands, Inc., Cincinnati, Ohio

Cordial Group: Le Grandiose Cordial
Mar-Salle Chicago Company, Chicago

Domestic Whiskey Group: Black Scot
Scotch
The Hamburger Company, Chicago

Domestic Wine Group: Kings California
Port
Kings International Inc., Chicago

Imported Whiskey Group: Vat 69
Wm. Sanderson & Son, Leith, Scotland

Rum Group: Jose Moncade
Mar-Salle Chicago Company, Chicago





Gin Group: Cedarhurst Distilled Dry Gin

The Thomas Ward Distilling Co.,
Westminster, Md.

Cordial Group: Mohawk Creme de
Prunelle

Mohawk Liqueur Corporation, De-
troit, Mich.

Domestic Whiskey Group: Old
Guard Whiskey

Distillers Brands, Inc., Cincinnati,
Ohio

Imported Whiskey Group: Ballan-
tine's Scotch

George Ballantine & Son, Ltd.,
Glasgow, Scotland



★ ★ SECOND PRIZE WINNERS



★ ★ SPECIAL AWARD



Special Award: Asco Cocktail Bar
Union Distilleries Company, Detroit, Mich.

Tilford Private Stock Rye, by Park & Tilford, New York.

Third Prize—Imported Whiskey Group: King's Ransom, by William Whiteley & Company, Leith, Scotland.

Special Award: Asco Cocktail Bar, by Union Distilleries Company, Detroit, Mich.

Special Award: Gift Package, by Park & Tilford, New York.

The two special awards which were made, while not included in the groups stipulated on the entry blanks, were given as recognition, on the part of certain companies, of merchandising ingenuity as applied to liquor





★ ★ THIRD PRIZE WINNERS

packages. In the opinion of the committee, it was felt that the liquor industry can benefit greatly by the adoption of certain package adjuncts—such as displays or other forms used to encourage package sales—which have already become established practice in other industries. In the instance of the Asco Cocktail Bar, the Union Distilleries Company has not only provided a convenient “kit” which furnishes an excellent assortment of the “necessary,” but has made it possible for the retail distributor to dispose of a complete line with a single sale. This plan, it is learned, is meeting with excellent success wherever it has been introduced.

Likewise, in the case of the Park & Tilford Gift Box, a similar advantage to both supplier and user is evident. The quiet elegance of the set-up box which serves to create a desire for possession immediately attracts attention and places an added value on the contents.

In the judging of the packages, each entry was considered on the basis of appearance, construction and merchandising ability. Factors of convenience, shape, color, protectability of contents, ease of assembly, display value and other pertinent functions of a package were taken into account. Certain packages were eliminated after a brief consideration—these being the ones in which, obviously, there had been little attempt made at real package design—while others were discussed at length. In the opinion of the committee, many of the packages submitted—and such was the case with certain of the acclaimed winners—indicated that excellent ideas had been brought into play but in



Gin Group: High Hat Distilled Dry Gin
Edward J. Goldie Importation Company, San Francisco
Cordial Group: De Vonaire Cherry Cordial
Paramont Distilling Company, Chicago
Domestic Whiskey Group: Park & Tilford Rye
Park & Tilford, New York
Imported Whiskey: King's Ransom Scotch
William Whiteley & Company, Leith, Scotland

execution had just missed making the most of an opportunity. A faulty selection of color, a failure to consider the desires of the user or the convenience of the retailer and other similar omissions which have now become fairly well established as good practice in package designing were quite apparent in many of the packages. But these can be and are being corrected.

In further criticism of the packages submitted, and, in fact, many of those which were not shown but are to be seen on the market, there is a tendency toward plagiarism or the copying of existing designs. Such practice may, at this stage, be condoned by the consumer, for he has not yet fully sensed the liquor package as such.

The package competition was held as a part of the

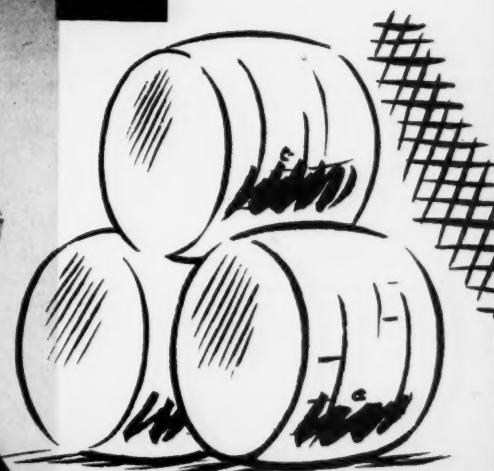
Special Award: Gift Package
Park & Tilford, New York

second annual National Wine & Liquor Show and Convention at the Hotel Stevens, March 11-15. The program of meetings held the first four days included addresses by those prominent in the industry and pertained to many of its problems.

About one hundred exhibitors displayed merchandise and equipment in the exhibit hall at the Stevens which was open afternoon and evening during the five days. Among these were many concerns known to the packaging industry: American Can Company, Armstrong Cork Products Company, Anchor Cap & Closure Company, Container Corporation of America, Capstan Glass Company, Economic Machinery Company, Horix Manufacturing Company, Illinois Carton & Label Corporation, The Karl Kiefer Machine Company, National Adhesives Corporation, Owens-Illinois Glass Company, Pneumatic Scale Corporation, Tablet & Ticket Company, and U. S. Bottlers Machinery Co.



SPECIAL AWARD





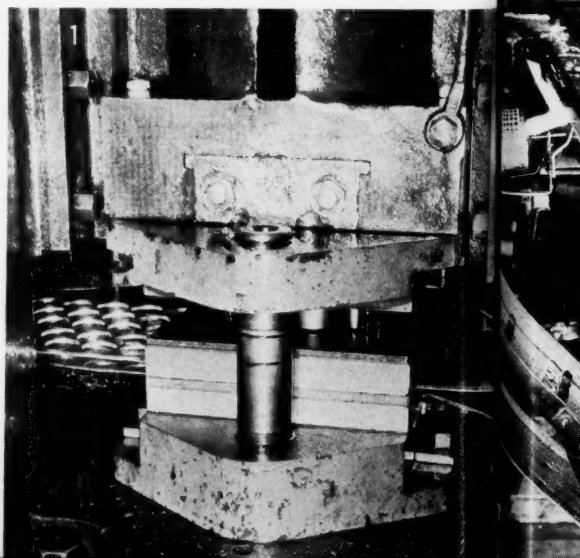
THE MATERIALS F

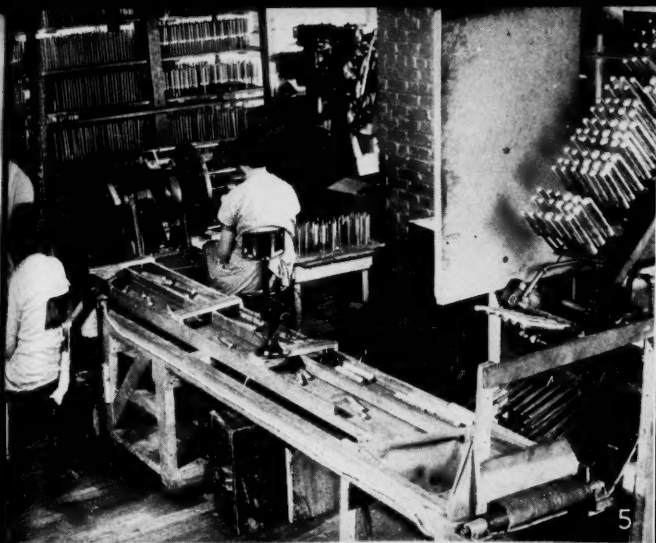
This is the fifth of a series of articles planned to better acquaint the user of packaging materials with the processes by which they are produced and with the factors that enter into their specification and purchase. Previous articles have treated on Glazed and Fancy Papers, Glass Containers, Folding Cartons.

The widening scope of usefulness for aluminum in the packaging industry has brought up many questions regarding the application of this metal.

In our story on aluminum as a packaging material, we traced the steps by which the ore, bauxite, is converted into aluminum. Last month we covered another interesting phase of aluminum activities—caps and seals.

- (1) Sections of aluminum plate, previously sheared to size, are passed through a blanking press which blanks out circular slugs the diameter of the tubes
- (2) The aluminum slugs drop onto a conveyor belt and are carried away. The scrap metal is chopped into small sections and deposited on the second belt, which carries the metal to the scrap bin
- (3) This is a swinging arm extrusion press. The aluminum slugs move down the chute to the cavity in the die. The arm moves into place above it and the steel hits the slug a downward blow with terrific force. The tube formed around the punch is then blown off by compressed air and falls on the cloth
- (4) The aluminum tubes are trimmed and threaded to size in this manner





S F PACKAGING VI

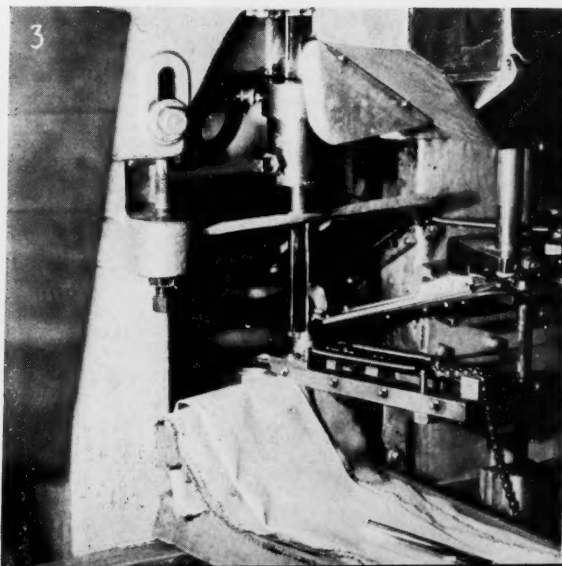
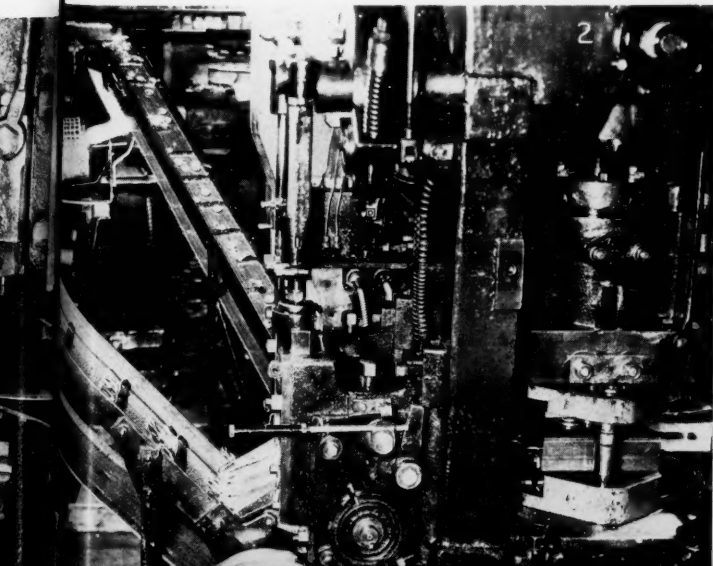
ALUMINUM TUBES AND CONTAINERS

THE manufacture of collapsible tubes and similar products constitutes one of the most interesting of metal working processes. To the uninitiated, the transformation of a slug of metal into a tube at a single blow is truly modern metal magic.

The extrusion process is particularly important to packagers because of the wide variety of uses which have been found for extruded containers. Tooth paste and shaving cream are only two examples of products marketed in this manner, while other items packaged in extruded containers include cements, paint and petroleum products, as well as all manner of cosmetics and medicinal items. Extrusion of aluminum differs in only a few respects from extrusion of other metals. The process starts with the blanking of circular slugs from heavy aluminum plate. Each slug is the diameter of the finished tube and contains the metal for the entire tube, including the neck, shoulders and walls.

(5) The tubes are seen emerging from the annealing oven at the right. From here they drop onto the conveyor belt, from which, after cooling, they are placed on the base coating machines

(6) Emerging from the enamel baking oven (left), the tubes are placed on the printing machine. The operator shown at the right is stripping the printed tubes from the printing machine and placing them on pins which convey them through a second baking operation which dries the ink



(7) The printed and dried tubes are removed from the conveyor and carefully inspected and packed in partitioned boxes

(8) Typical uses for aluminum collapsible tubes

(9) Plain aluminum cans produced by impact extrusion

(10) Cosmetic packages, medicinal vials and a host of other aluminum containers made by extrusion

(11) Another group of typical aluminum containers. Note the variety of sizes, finishes, closures and decorative effects

8



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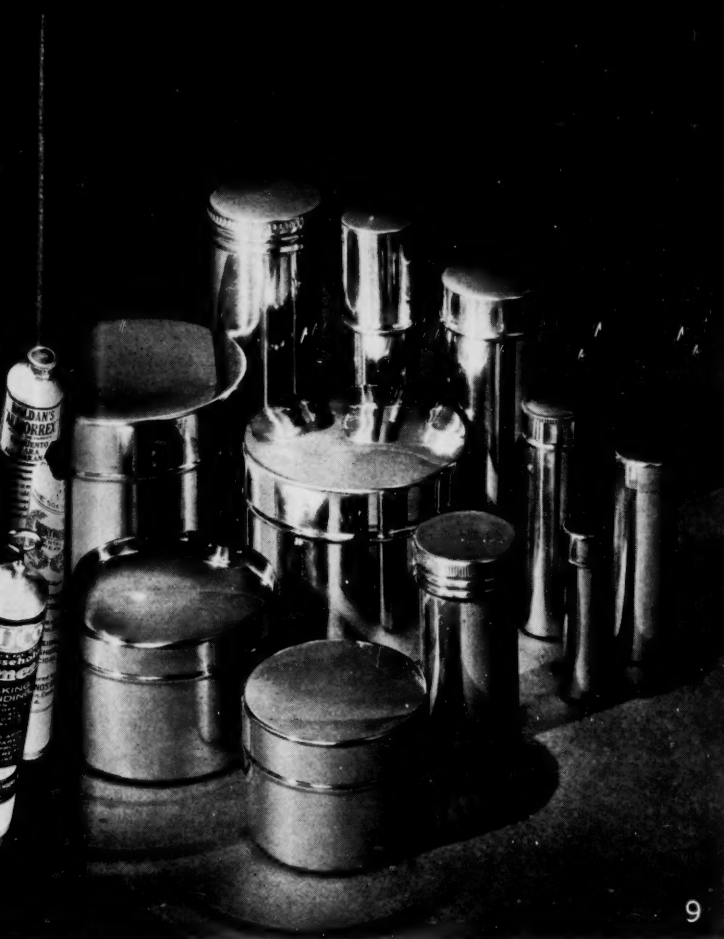
These slugs are fed into an extrusion press, being placed, one at a time, in a depression in a die. A punch, with a maximum diameter equal to the inside diameter of the tube, hits the slug a downward blow with tremendous force, causing the metal to "squirt" upward around the punch, forming the skirt of the tube. The same blow which forms the skirt, forms the shoulder and neck of the tube in the bottom of the die depression. As the punch is withdrawn, the tube is stripped off and another aluminum slug is placed in the die cavity ready for the next downward blow of the

punch. Depending upon the diameter of the slug, the speed of the press may vary from 25 to 50 strokes per minute.

Thickness of the tube wall depends on the clearance between the die cavity and the punch. Thickness of the tube shoulder is determined by the clearance between the bottom of the punch and the bottom of the die depression at the extreme end of the downward stroke. All clearances are predetermined to suit the tube in process. The tubes are taken from the extrusion press in rough form and placed on a trimmer, where the ends are trimmed to the desired size and the neck faced and threaded.

Aluminum has the characteristic of hardening with cold working and becomes very stiff when extruded, so that it is necessary to anneal the aluminum tubes in order to give them the desired limpness. This is done just prior to printing and decorating, thereby accomplishing two desirable results. Not only is the wall of the tube made pliable, but its surface is cleaned and freed from oil and grease, leaving it in an excellent condition to take the decoration. Preliminary inspection is carried out either before or after annealing, to make sure that the tubes are free from pin holes and other mechanical defects. Girls perform this task by placing each tube over a lighted bulb.

Decorating technique is quite similar to that employed with tubes of other metals. Operators place the tubes on mandrels which revolve, bringing the tubes in contact with enameling or printing rolls. The an-



9



10

nealed surface of an aluminum collapsible tube presents no decorating problem. The letters and characters are sharp and distinct.

Following base coating and printing, the tubes are placed on vertical pins on conveyors, which carry them through drying ovens that bake the decoration to a hard finish. After baking, they are capped, given a final inspection and then placed in partitioned chipboard boxes which in turn are packed in heavy corrugated cartons, ready to ship.

Each type of collapsible tube possesses its own particular set of advantages. In the case of aluminum tubes, these consist of strength with lightness, cleanliness, non-toxic qualities, ability to take and hold decorations, non-bruising properties and comparatively low cost.

It is essential that a collapsible tube possess sufficient stiffness to hold intact its shape, as well as its contents. At the same time, the sides must be pliable enough to yield readily to finger pressure. The shoulder of an aluminum tube is made (Continued on page 99)



11

REVOLUTIONARY NEW PROCESS OPENS INFINITE POSSIBILITIES FOR RIBBON-TIE USERS

PICTURE the change from the Model T, which could be had in "any color as long as it's black" to the trim, stream-lined, colorful Ford of today.

That's what happened to the tying ribbon field where a new multi-color process makes available that infinity of colors, combinations and designs that formerly were impossible of production.

The implications in this simple statement of fact are tremendous. Let's look at a few. Printed ribbons, in their slow progress from their predecessor, the simple string, had reached the stage where they could reproduce simple designs through the use of dye colored cotton yarns. But these designs, by the very nature of the manufacturing process were limited to bands of color, complemented by figures or vertical lines printed in one color.

Within these limitations, printed ribbons such as Ribbonette have won for themselves a very large share of any potential tying ribbon market. But manufacturers and consumers alike recognized that these limitations existed... strove to find a way out.

Now, at one thrust, that way has been found and perfected. The new process, producing what is known as Multicolor Ribbonette, can give a ribbon in practically any design... flowered designs, plaids, checks, scrolls, etc., in two, three or four colors. And, in addition to this advantage of color printing, there still remains the use of the colored cotton yarns which ac-

tually means a Ribbonette in five, six or even eight colors if desired.

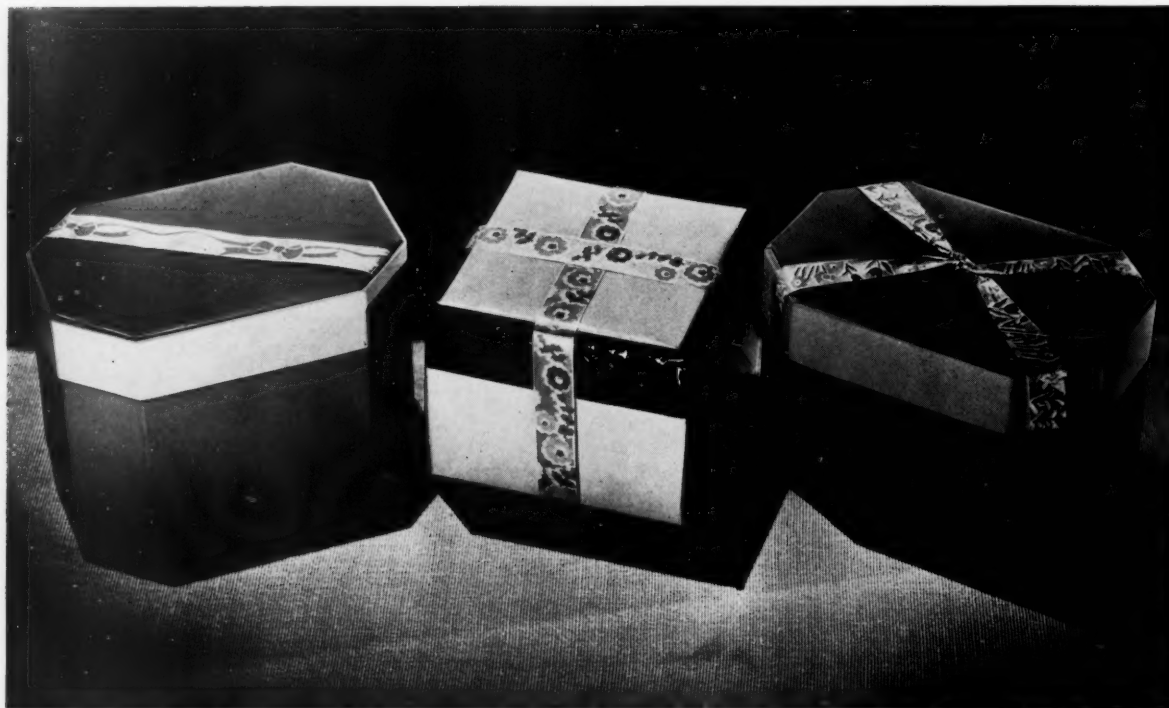
It is as if all newspapers were to blossom forth in a single day with full-color, direct process printing... as if spring had come overnight to a gray and fog-bound city. The limitations which once tied the hands of the designer as effectively as the ribbon itself ties a package are loosed, leaving the manufacturers and the designers ability to plan for color as the only restriction remaining.

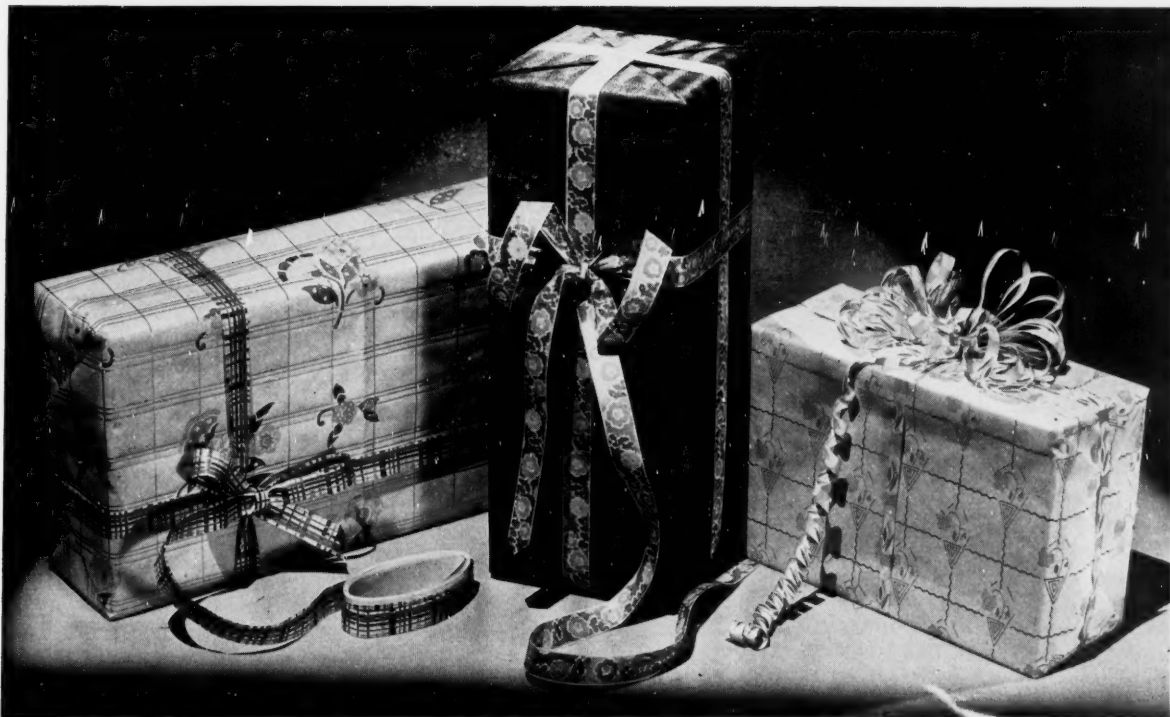
Picture a few of the ways in which this new development will lend itself to merchandising and display.

First, matching of contrasting designs and color schemes are available for every type of box wrap, labels, jar or bottle color... in short for whatever package the manufacturer may use. No longer must the ribbon be treated as an accessory. Instead it becomes an integral part of the package, fitting into its place and serving its function as the key point which first greets the eye.

Next, we have now the possibility of matching designs... of making the ribbon conform in every detail of color and pattern to some other part of the limiting factor package.

Finally (in the case of trade marks), company name plates and distinguishing designs can be reproduced in perfect conformity to the *shape and color* of the original. Thus, on the first seen and longest preserved portion of the package, manufacturers and merchants can utilize





to the fullest extent the advertising value of their names and identifying symbols.

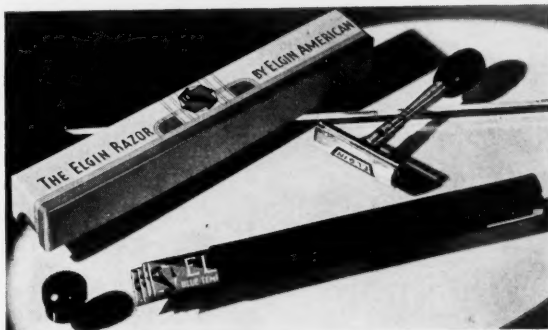
True, few will use these possibilities in the simple manner which they are here described. Rather will they integrate them to get patterns so colorful, so eye-attracting as to dominate the packages around them. Many, for example, in the cosmetic and perfumery fields, will no doubt find in these ribbons a means of eliminating the need for using more costly ways of achieving colorful attraction. Others will add it as a fitting capstone to the more utilitarian portions of their packages or products.

We show on these pages a few of the many patterns of Multi-colored Ribbonette which have already been produced by the Chicago Printed String Company. Color, of course, cannot be appreciated in this reproduction, but those who study the illustrations carefully will discover the amazing possibilities along the lines of design which have now become available. Add to these, if you will, the all-important advantages of color—not just some color—but any and as many colors as you want—and you can begin to appreciate the revolutionary importance of this new invention.

WITH reference to the Hostess Marshmallow package which was awarded the silver medal in the Bag and Envelope Group, it should have been stated that the sealing machine used was supplied by Amsco Packaging Machinery, Inc.

Similarly, in connection with the Lipton Tea package, which was awarded the silver medal in the Metal Container Group, the Miller wrapping machine used for the assembly of the wrapped package was supplied by Amsco Packaging Machinery, Inc.

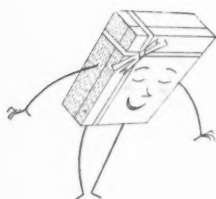
OF prime interest to all machinery manufacturers and exporters will be a recently issued booklet "Bureau of Foreign and Domestic Commerce" by Claudius T. Murchison. This replies to the questions "What is the Bureau of Foreign and Domestic Commerce, and what can it do for American business?" Copies may be obtained by writing direct to the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.



An aluminum tube with molded plastic ends, one of which forms the handle of the razor, is used by Elgin American Company for the new Elgin razor. Five blades are also included in the container

Editorially speaking ★ ★

A CONSEQUENTIAL MEETING



NOW that the Fifth Packaging Exposition and Conference has run its course, it is natural that we should do some stock taking to determine wherein its aims were accomplished and to what extent can improvements be

made so that future conventions will prove even more effective.

First off, it should be stated that, in our opinion, this year's affair marks a greater advance in purpose than that of any previous year. In making such a claim—and to those who disagree our columns are open for discussion—we hold that the purpose of the exposition, conferences and clinics is to bring about a greater understanding of packaging principles and methods, for in that way, and in that way only, can each of the several interests attain a benefit to themselves.

Probably the most encouraging sign was the very definite swing toward the consideration of packaging materials—a subject which we have felt has been, if not neglected, certainly relegated to a minority position in past meetings. Just why this has been so, we are not prepared to say, although if a reason is to be sought it would not be far from the mark to suggest that those who have had the work of planning the various activities have been influenced by the dramatic rather than by the common-sense view of the package. However, in defense of this attitude, it should be said in all fairness that such a viewpoint has had the advantage of building attention, of creating interest, whereas if another course had been pursued there might have been less attention from certain quarters. It must be obvious that the interest of all individuals related to the packaging industry—package users, designers, material suppliers, equipment suppliers—should be sought constructively and with relative apportionment if interest is to be maintained collectively.

Let us, for the moment, consider materials. Certainly they are of essential importance in matters of package protection and convenience. The designer who would apply a merchandising idea to the package of his creation must give serious thought to the selection of materials. And package production is likewise intimately concerned. So thus we have the consideration

of materials permeating the entire structure of package creation and assembly.

Having made a propitious start, it is to be hoped, then, that this subject will draw a greater share of attention in the future. Not, to be sure, to the point where there is an overbalancing. As a suggestion, we venture that a safe rule in planning the conference programs would be to adopt the exposition as a guide, thus complementing the interests of both of these activities.

Another advance which was evident in this year's meetings was a lessening of the restraint that has characterized former conventions. This might be considered as a natural evolution because of closer relations that come with greater familiarity, but, even so, we feel that there has been a greater impetus in that direction. And this relationship should, we feel, be fostered by the sponsoring organization, the American Management Association. The latter body, of course, considers packaging as only one of its many activities. It may find it difficult to extend to packaging individuals the same patronage which is enjoyed by other groups of its fostering, but it would be a mistake to overlook the fact that the packaging industry itself is becoming closer knit all the time.

Absent indeed was the element of ballyhoo which permeated, to a greater or less degree, the clinics of past years. Apparently the protests in this direction have borne fruit for these meetings were serious, progressive and constructive.

From what we are able to gather, the exhibitors were pleased with the reception accorded their efforts. The arrangements on the exhibit floor, the interest manifested by visitors and the lack of certain handicaps of previous exhibitions all combined to bring approval to the work of the management.

With such propitious circumstances characterizing this year's convention, there should be every encouragement for the American Management Association to carry on its cooperative work with the packaging industry. The organization deserves commendation and should get it, together with the assurances of the industry for its continued and unstinted support.

A. E. A. Blushkin.

1

IN DEFENSE OF OLD LABELS

by Ames Stetle

LOOKING at the matter from either point of view we find that there is merit in consistency. Take, for instance, the statements made by Matthew, Chapter 9, Verse 17; by Mark, Chapter 2, Verse 22; and by Luke, Chapter 5, Verse 37. All of these first reporters of the Christian Era agree to a surprising extent as to the unwisdom of mingling the old with the new.

Luke goes even farther and points out another significant fact when he records that, "No man also having drunk old wine straightway desireth new, for he saith the old is better."

While these references apply to containers and involve a question of safety in transit for the product which has long since been answered, the moral is no less fitting when applied to the appearance of containers in this age of competitive selling.

Old wine in new, smartly designed bottles. Old wine carrying labels designed by masters who have solved all the problems of appeal through color, shape, position, visibility, legibility and size. No. That is not the road toward more sales of noble old vintages to those who know the delights of mellowed flavor, choice

bouquet and rich, smooth taste. Nor is it the road up which you may lead the seeker after such pleasures; or even those who would impress others through appearing to know the "real old stuff."

Rules are made to be broken. And one rule, which is as sound as Gibraltar in relation to the vast majority of wares seeking consumer favors, is that rule which calls for everything being presented in the latest dress—the correct psychology of salesmanship.

Fortunately for many of us there are not quantities of old products which actually improve with age; with the individual age they must themselves achieve to give them a quality which is the basis of their selling price and of consumer appreciation.

But it so happens that there are some very prominent products to which this compound interest value of age now adheres with unusual force. Wines, whiskeys, brandies, ports, certain liqueurs—all these have an age-price consideration. After the long drought in the States there is more than a connoisseur interest in alcoholic beverages of lineage. People now want something more than merely a "kick" from a drink.

As proper aging is the (Continued on page 96)



FILLS, WEIGHS, PACKS $\frac{1}{4}$ oz. to 25 lbs.

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The S & S DUPLEX PACKER & WEIGHER is one of the most versatile fillers you have ever seen . . .

With speeds varying from five to eighty packages per minute, and with pressures up to 120 pounds, the S & S DUPLEX PACKER & WEIGHER can be equipped to operate in six different manners:

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There are probably a number of money-saving uses for this unusual filler in your plant. Write and ask S & S Engineers how it can be fitted to your particular requirements.

Convenient Payment Terms Are Available

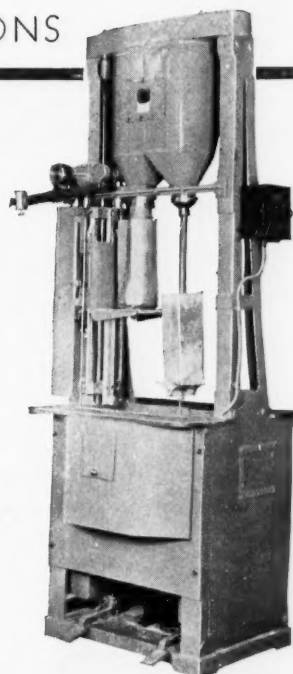
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PACKAGING MACHINERY

PAPER BOX MACHINERY

Frankford, Philadelphia, U. S. A.

British Office: 23, Goswell Road, London, E. C. 1

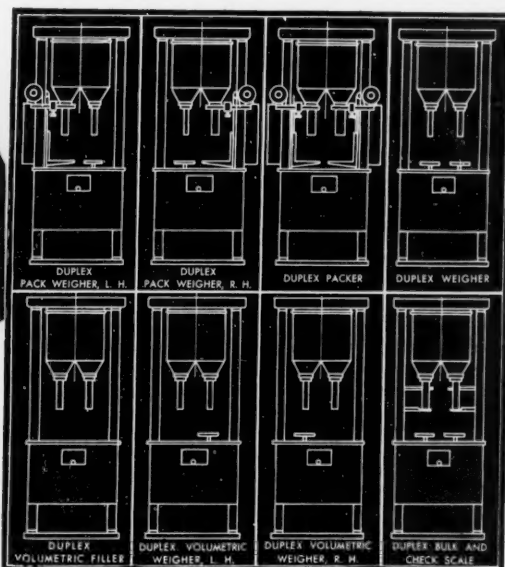


Designed Particularly For . . .

Flour, Meal, Cocoa, Arsenate of Lead and other insecticides, Paste, Powder, Chemicals, Powdered Milk, Lime, Fertilizers and many other materials.



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ILLUSTRATED
FOLDER JUST
ISSUED**



THE FIFTH PACKAGING CONVENTION A REAL IMPETUS TO THE INDUSTRY'S PROGRESS

OF greater significance, following a more constructive direction and claiming a more interested attendance were the conference meetings which formed an important part of the Fifth Annual Packaging Exposition and Conference, held at the Palmer House, Chicago, March 5, 6, 7 and 8. It can be stated unhesitatingly that this year the American Management Association outdid itself in the arrangement of the program, following along lines which not only indicate greater accomplishment in the future but, for the first time, offer a substantial basis which can bring about a mutual participation for all of the various groups interested in packaging. Each of these was given a definite place on the program, and while certain omissions were to be noticed, the exemplified plan leaves ample provision for subsequent modification.

One criticism which MODERN PACKAGING would make is toward the hesitancy shown by exhibitors to attend the conference sessions. Perhaps this is brought about by a feeling that their exhibits have first claim on their attention, although this should not prove a stumbling block because the exhibit hall was closed until noon and most of the important conference sessions were held in the morning. In the minds of those attending the conferences, there is a definite recognition of the importance of supply and equipment manufacturers. To them the audience looks for much of the available information relative to packaging, and to withhold this is a distinct loss. Through their attendance and participation in the discussions, these manufacturers can make a real contribution.

It is significant that the four conference days were designated Progress, Marketing, Production and Materials Days as these gave an opportunity to consider the various subjects which properly fell in line under each designation and left little chance for confusion. Such a plan, too, offered the building up of a progressive program for the several sessions.

The Progress Day session, Tuesday forenoon, March 5, was directed by Irwin D. Wolf. Following Mr. Wolf's opening address, Egmont Arens, director of Industrial Styling Division, Calkins & Holden, spoke on the progress in merchandising research. "By consumer research," stated Mr. Arens, "we cannot very well find out what packages will be popular tomorrow; we can only find out what the trend of public acceptance is. The great packages of tomorrow, the packages which will make the greatest sales, will be those which reflect that trend. There are fashions in packaging just as there are in women's clothes."

William Guyer, sales promotion manager, Seagram Distillers Corporation, in speaking on the subject, "A New-Old Industry Looks at Packaging," stated "the modern distiller is cognizant of the fact that much must be done in order to make a package attractive so that

not only will periodical advertising tell the public what the contents of the bottle stand for but that eye appeal must be a primary consideration in the presentation of the merchandise. The problem of modern packaging does not limit itself to merely making an odd bottle and an unusual label. Modern packaging requires ceaseless research and an appreciation for any beauty that will embody a practical requirement of the package when it is produced."

O. M. Forkert of The Cuneo Press, Chicago, outlined the progress that has been made in package testing, pointing out the place which the specialist in research occupies in present-day merchandising. Much of the guess in package design and assembly, said Mr. Forkert, is eliminated today, through a careful study and interpretation of tests. In summing up the morning's program, D. E. A. Charlton, editor of MODERN PACKAGING stated that manufacturers have acquired a better recognition of packaging principles. The tendency today is toward the practical rather than the artistic side of package assembly—a move toward greater simplicity and greater purpose.

The morning session Wednesday, March 6 (Marketing Day), was presided over by L. R. Boulware, general sales manager, Easy Washing Machine Corporation. In his opening address, Mr. Boulware said, "The business man must never lose sight of the American family if he has something to sell. He must place attractive things on the market and back them up with advertising. If he is giving too much time to expressing regrets at the lack of business, he must stop doing that, for he is spending his time advertising hard times instead of advertising and selling his product."

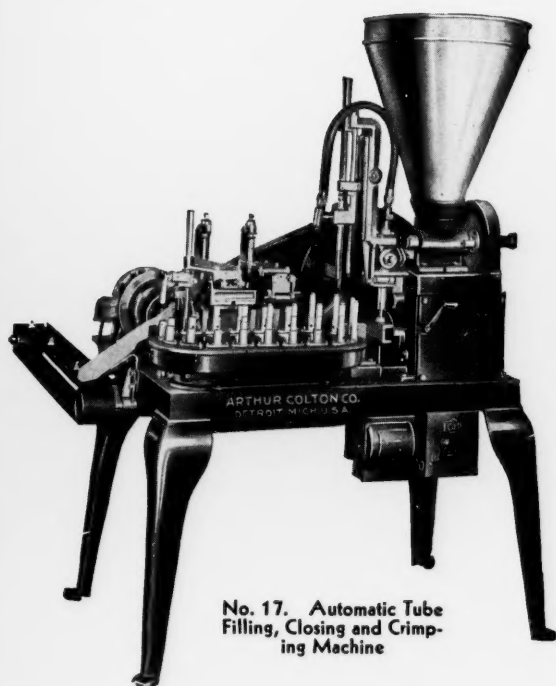
C. B. Larrabee, managing editor of *Printers Ink*, in his address "Before Designing the New Package" placed his audience on the board of directors of an imaginary company which is considering a change of design for its package. This original presentation was well received and served to exemplify the various points that should receive attention in package redesign.

Gilbert Farrar, typographic counsellor, American Type Founders Corporation, and director of typography, Condé Nast Publications, discussed "Typography and the Package," pointing out accepted practices in the selection and use of types. "A consumer package is an advertisement as well as a unit of merchandise," said Mr. Farrar. "Many very unusual advertisements in publications have been set entirely in type. I hope to see—perhaps next year—some prize-winning packages done entirely in type."

"The Modern Package as a Food Sales Factor" was presented by Paul S. Willis, president of the Associated Grocery Manufacturers of America. "The best food packages," said Mr. Willis, "is one that contains practical, fool-proof kitchen advice on the home prepa-

It's Clipless!

The COLTON CLOSURE



No. 17. Automatic Tube
Filling, Closing and Crimp-
ing Machine

This modern method of sealing and closing collapsible tubes is a marked improvement over the old method of sealing with clips.

Note the attractive finish given to end of tube by the Colton Crimping Machine. Many production expenses are eliminated by this clipless closure—i. e., cost of clips, time required to replenish clip rolls—and maintenance expense of automatic clipping heads.

A descriptive folder fully describing the Colton Closure sent on request.

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2600 East Jefferson Ave.
DETROIT, MICHIGAN

ration of the food and, topping that, contains health and taste advertising arguments which not only keep the buyer sold but send her back to the store for a fresh package when that one is emptied."

"Packaging is being developed on a more scientific basis all the time," stated Leo Nejelski, advertising manager, Swift & Company, in speaking on the subject "The Consumer as a Package Designer." By means of testing methods, he said, mystery and guess work can be removed from packaging for the benefit of everybody concerned.

R. V. Wright of the Chevrolet Motor Car Company spoke on "Packaging Applied to Motor Car Parts," outlining the experiences of his company in developing a group of packages for its products. The new packages have received considerable attention and have definitely stimulated sales. They received favorable recognition in both the Wolf and All-America package competitions in the fibre container group.

Wednesday afternoon's session—"Then and Now" symposium—was under the direction of Arthur S. Allen. Old and new packages—several in enlarged size—were shown and discussed. Among these were the following: Walter Baker Chocolate, Uneeda Biscuit, Grape Nuts, Life Buoy Soap, Burnett's Vanilla, Holeproof Hosiery, Morton Salt, Oneida Community Silver, Bauer & Black Cotton Products, A. & P. Nectar Tea, Valspar Varnish.

The annual banquet which featured the presentation of the Wolf Award was held Tuesday evening. W. J. Donald, managing director, National Electrical Manufacturers Association, acted as toastmaster. As former managing director of the American Management Association, Mr. Donald was active in the promotion of the packaging expositions and conferences sponsored by that organization, and his address included interesting references to the initiation and progress of that activity.

Gilbert Farrar of the American Type Founders Corporation explained the design of the award certificates which were presented by L. R. Boulware on behalf of the American Management Association. The Wolf Award was then presented by Irwin D. Wolf, the donor, secretary of the Kaufman Department Stores and vice president of the A.M.A. in charge of the packaging exposition and conferences. Mr. Wolf outlined the history of the award and gave interesting details regarding the selection for this year—an aluminum cigar humidor—which was presented to the Hoffman Beverage Company. It was fitting, said Mr. Wolf, that the award given at the fifth annual meeting of the packaging convention should be made to a glass container—the Hoffman Club Soda package.

Francis Chilson, consulting production engineer, presided at the Thursday morning session which was devoted to problems of package production. "No redesign program should be undertaken without consulting the production man actively engaged in running the plant. Let him have dummies if possible so that he can carefully check each and every packaging operation through which the package will have to pass,"

stated Mr. Chilson as a part of his opening address.

George F. Pond, Western sales manager, Pneumatic Scale Corporation, speaking on the subject "Standard vs. Special Machinery in Packaging," said, "We can hopefully look to a future for packaging machines that will mean better equipment than we now have, but we should not lose sight of the fact that some of the old things are good—very good. Standard machines have a past; there is a tremendous power in the old. The special machine of today becomes the standard of tomorrow."

"The Second Sale" was presented by Dr. G. F. Des Autels of Kalamazoo Vegetable Parchment Company, and emphasized the necessity for protection in package construction. A feature of Dr. Des Autels' talk was the showing of several charts, diagrams and figures which were used to demonstrate actual conditions met and solved in package design and assembly.

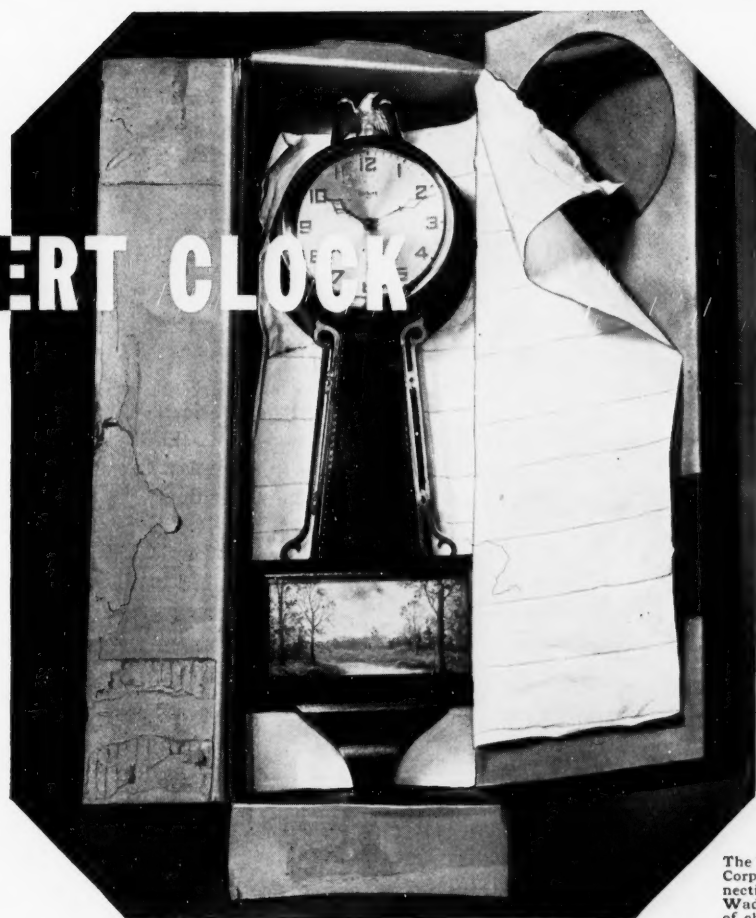
J. L. Ferguson, president of the J. L. Ferguson Company, in his address, "The Smaller the Package the Bigger the Profit," said, in part: "If we all understood what the correct amount of product should be in a package and the time and conditions through which the package would travel to the point of consumption, then we could intelligently arrive at the kind of material, size and shape of package, with a knowledge of all three points, and then it would be time to deviate from these particular supposedly correct items to bring the entirely packaged product within the scope of the customary package making, filling and handling."

The paper, "Use of the Photo-Cell in Wrapping," was presented by Boyd H. Redner of the Battle Creek Wrapping Machine Company. Mr. Redner outlined the developments and progress in the wrapping field of "electric-eye" registration and predicted a consistent growth of such applications in the packaging field.

"The future successful packaging plant must possess a flexibility that not only backs up the sales department but stimulates it to adopt the package which promises the greatest merchandising possibilities," stated F. C. Chase of E. R. Squibb & Son, as a reason for the production man's interest in the adjustability of packaging machinery. In Mr. Chase's opinion, there can be developed, in the packaging industry, methods whereby the lowest cost and the greatest flexibility can be achieved and thereby help to increase markets by adjusting list prices downward and by enhanced values. Mr. Chase's paper, "How Adjustability of Machinery Affects Packaging Cost" was presented by Dr. L. V. Burton, editor of *Food Industries*, who then concluded the session with a summary of the program.

Oliver F. Benz, director of sales, Du Pont Cellophane Company, presided at the morning session on Friday, March 8 (Materials Day). Among other pertinent remarks in his opening address, Mr. Benz said: "Survey after survey shows the display spots which are closest to the public are taken up by the better looking products and packages; those things are easiest to sell. Without question, many product manufacturers will have to learn a new set of rules, and their

GILBERT CLOCK



The William L. Gilbert Clock Corporation, Winsted, Connecticut, uses KIMPAK Crepe Wadding to minimize danger of shipping damage to their handsome Model 3713 Clock.

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suppliers have the obligation to learn them too."

Charles F. Clarkson, vice president of International Printing Ink Corporation, in discussing the topic "Protective and High Gloss Finishes" pointed out the limitations and fundamental reasons for the use of such materials in connection with present-day developments and existing processes of application.

"The versatility of plastic materials," stated Allan Brown, advertising manager of Bakelite Corporation, "gives promise of their extended use in the packaging field in the future." Designers and manufacturers intending to use a plastic package should work closely with the molders and material suppliers, said Mr. Brown, for it is frequently possible to make a slight change, either in the design or assembly of the package, which will result in substantial savings.

Developments in foil wrapping were outlined by A. B. Schell of The Hills Brothers Company, in a paper of that title. In addition to interesting general information on the subject, Mr. Schell quoted actual instances experienced by his company in the use of wrappings.

"The Plastics Family and Its Relationship to Packaging," was presented by Dr. Arthur J. Norton, chemi-

cal director for General Plastics, Inc. "The requirements demanded of a packaging material," said Dr. Norton, "make it comparatively easy to select out of this vast family the few members suited for package work." Dr. Norton showed several examples of plastic closures and containers to illustrate the points made.

John T. Ogden, publisher of *Glass Industry*, spoke on glass containers and closures and pointed out recent developments in design and production. A summary of the session program was presented by Marshall Haywood, publisher of *Packaging Digest*.

Friday afternoon scheduled the Fifth Packaging Clinic, and at this meeting packages which received mention in the Wolf Package Competition were presented and described. These were as follows: Standix Cartridge Lubrication System Kit, presented by Harry R. Tear of the Lubrication Corporation; Fruit and Vegetable Display Crate, presented by N. A. Fowler of the General Box Company; Bag for Aero Cyanamid, presented by R. W. Lahey, American Cyanamid Company, and Chevrolet Armature Canister, presented by C. M. Jessup of Delco-Remy Corporation. Discussion of each of these packages followed, the meeting being directed by Dr. Burton.

THE PACKAGING SHOW—A PANORAMA

TOTALING a representation of about sixty manufacturers of materials and equipment, business papers and service organizations serving the packaging field, the Fifth Packaging Exposition opened its doors at the Palmer House on Tuesday afternoon, March 5. With a reported attendance of 7500, interest in the various exhibits held up during the four days, and the closing session on Friday evening found the floor well crowded with visitors.

Always colorful and intriguing, the exhibits this year surpassed those of former seasons in originality and unusualness, and may be said to have expressed pictorially, at least, the impression which the consumer obtains in viewing packages on retail shelves and counters. There was, however, a deeper meaning than just the flash and color which the consumer sees, for the various machinery exhibits pointed to the fact that packaging is a serious business, concerning itself not only with design and pictorial expression but with the problems of economical and efficient production.

Some of the exhibits beggar description—they should have been seen to be appreciated. But a brief résumé will suffice to indicate the scope of packaging activities included.

Aluminum Company of America, Pittsburgh, Pa.: Aluminum packaging materials including foil, seals, collapsible tubes and extruded containers.

American Can Company, New York: New and unusual types of cans. Following its customary practice in showing exhibits, this company incorporated a unique feature—in this instance making use of moving picture films to show manufacturing processes.

Armstrong Cork & Insulation Co., Lancaster, Pa.: Bottle caps and all types of containers.

Bakelite Corporation, Bound Brook, N. J.: Containers and closures of Bakelite molded, and including a wide range of color and designs, shown in a modern display setting.

B. H. Bunn Co., Chicago: Package tying machines in actual operation.

Celluloid Corporation, New York: Celluloid bottle caps and all types of containers.

Chippewa Paper Products, Inc., Chicago: Transparent packages for food and allied products.

Continental Can Company, New York: Cans of all sizes and shapes. A feature of this exhibit was a "style show" posed by actual models.

Dexter Folder Company, New York: Bliss Box and Bottom Stitcher for smaller plant where both Bliss boxes and slotted containers are used; Bliss Power Lift Top Stitcher for sealing tops of shipping containers by wire stitching, with work table which supports the containers, moving up and down by a motor on the machine; Bliss Frost Food Container, a machine for stitching containers; Bliss Portable stitcher, a small self-contained machine, 20 pounds weight.

Doehler Die Casting Company, Toledo, Ohio: A line of die cast metal containers used for packaging purposes with a re-use or utility value.

Dupont Cellophane Co., Inc., New York: Cellophane wrappings of every description. A pantomime "sales talk" (with sound) which emphasized the advantages gained through proper wrapping, was one of the "hits" of the exposition.

Character



Has your package the character that it is rightfully entitled to? The rich, aristocratic blend of colors that will lift it from competitors on the shelves of commerce . . . or the rugged aggressiveness that may typify its contents if your product is sold to men? Heekin is known for its extraordinary treatment of design and color on metal . . . there is a lasting beauty about Heekin metal containers that distinguishes a Heekin can on the shelf. Your packaging problems will receive our instant attention, without obligation. Simply address THE HEEKIN CAN COMPANY, CINCINNATI, OHIO.

HEEKIN CANS
Lithographed
WITH HARMONIZED COLORS

MARCH, 1935

89

J. L. Ferguson Company, Joliet, Ill.: New Packomatic Auger-Packer in operation, filling, and packing a non-free-flowing powdered product into canisters; pictures of semi- and fully automatic machines for carton sealing, weighing and filling, wrapping, lining, carton forming, container sealing and special packaging and paper can equipment.

General Plastics, Inc., North Tonawanda, N. Y.: Variety of molded Durez packaging items, including molded caps, jars, powder boxes, display containers compacts, dispensing devices, display stands, boxes of all sorts and types; also packaging ideas for drugs, cosmetics, food products, haberdashery, liquor, jewelry, silverware, leather goods.

Kalamazoo Vegetable Parchment Company, Parchment, Mich.: Packages of every sort and description; also, as background, an oil painting of the interior of the company's paper making machine room.

Kimberly-Clark Corporation, Chicago, Ill.: Kimpak Crepe Wadding for package protection, packing and protecting metal, wood and glass surfaces from scratching or marring in transit; backed with kraft, tissue or plain.

National Metal Edge Box Company, Philadelphia, Pa.: Types of boxes produced by Metal Edge method of packaging, in which boxes are shipped in the flat to the consumer's plant where they are assembled on a Metal Edge Stayer.

New England Collapsible Tube Company, Chicago, Ill.: Raw materials used in the manufacture of collapsible tubes; steps in manufacture; developments from technical viewpoint; openings, finishes, exhibit of prize winning tubes; illustrations of various uses of tubes, foods, medicines, toiletries, adhesives, paints, lubricants, polishes; design services.

New Jersey Machine Corporation, Hoboken, N. J.: Samples of packages made by New Jersey machines, including those containing belts, books, cake, candy, calenders, cigarettes, drugs, foods, games, handkerchiefs, jewelry, paints, powders, and rubber goods.

Owens-Illinois Glass Co., Toledo, Ohio: All kinds and types of bottles, including new advances in liquor bottle design. Revolving shelves provided an advantageous showing of these products.

Package Machinery Company, Springfield, Mass.: Machine for wrapping irregular shaped candy bars in cellophane, glassine, or combination wrappers; also for wrapping candy pieces on trays.

Peters Machinery Company, Chicago: Sample packages produced by automatic packaging machinery as applied to food packaging, such as lard, biscuits, crackers, cheese, spaghetti, macaroni.

Pioneer Paper Stock Company, Chicago: Various types of packaging materials, such as excelsior, pads, and other accessories used in general packing, display packing and produce packing.

Reynolds Metals Company, New York: Showing the work of the company's package research laboratory and package design department; also displays, cartons, labels, bags.

W. C. Ritchie and Company, Chicago: A wall case of ultra modern design, ends streamlined and sleeves graduated to conform to the general design. Colors—cream, tan and (at the floor line) black.

Sefton National Fibre Can Company, St. Louis, Mo.: Fibre body and metal end cans.

Stokes & Smith Company, Philadelphia, Pa.: Exhibit of packages and containers, filled, sealed, and wrapped on company filling, packing and wrapping machinery.

Sylvania Industrial Corporation, New York: Sylphrap in sheets, rolls and shredded strips, of all colors, called attention to the diversity of applications for this material. Shown also were Sylphseal caps and bands.

Union Steel Products Co., Albion, Mich.: Display units, featuring a rack for beverages; a display for floor covering; a display for transparent packages of flour showing five different brands with a stock of each brand.

Williamson Glue and Gum Works, Chicago, Ill.: Packages, wrapped, sealed or labeled with Williamson adhesives; photographs of factory laboratory and shipping containers; odorless liquid adhesives in glass jars; steel shipping containers.



This red, blue and white doughnut package with a transparent cellulose window on two sides, giving full visibility, has increased sales in satisfactory fashion for the Washburn Bakery, Inc., Brockton, Mass. It is believed doughnut sales will be doubled by this package in view of the increased business it has brought upon its initial introduction

OUR partiality toward Jack Beany as a radio comedian is inclined to be extended to other fields of endeavor which that gentleman might undertake. So when he proceeds to write a piece for a publication, we sit up and take notice. Such was the case when we received a copy of *Vision*, Volume I, Number 1, as published by Shellmar Products Company. We feel that the latter concern showed considerable astuteness in including in this first number "Dry Toast," a contribution by Mr. Benny.

But this article is not the only feature. The sixteen pages, plus cover, inserts and tipons, are filled with interesting and sprightly comment. The illustrations are beautifully reproduced and in all the issue is a mighty fine job. It casts a creditable reflection on the ingenuity and progressiveness which this company constantly shows. If you haven't already guessed it, this monthly magazine is to exemplify the latest in identified Cellophane packaging.

A Gold Medal Winner

wrapped by Package Machinery Company Machines . . .



HERE are the American Chicle Company packages that won the Gold Medal of the transparent group in the All America Packaging Contest.

The wrapping of these attractive gum packages, which is handled by our machines, is a good example of a complicated job done at high speed, low cost and extreme accuracy. It involves the wrapping of the individual sticks in foil and printed bands, assembling them in groups of five sticks, and enclosing in reinforced foil and printed Cellulose with a special easy-opening tape. The complete packages are produced at the rate of 120 per minute. The printed Cellulose wrapper is registered to an accuracy of 1/64th of an inch by our Electric Eye registering device.

In addition to this gold medal award, two other users of Package Machinery Company machines—Bristol Myers and Kirkman & Sons—won Gold and Silver Medals, respectively, for the efficiency of their packaging equipment.

Let us help you solve your packaging problems. Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts

NEW YORK

CHICAGO

CLEVELAND

LOS ANGELES

Peterborough, England: Baker Perkins, Ltd.



PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines

MARCH, 1935

91

MACHINERY—SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

STEEL WIRE RACKS FOR DISPLAY

THE one doubt in the mind of the manufacturer, who contemplates the adoption of modern packaging for his product, as to whether or not the retailer will do his part in completing the job of salesmanship begun by the new colors and shapes of labels and containers, seems to be slowly disappearing with the development of new types of display equipment.



The retailer has a responsibility in buying modern packaged goods, a responsibility to himself and the manufacturer for getting all out of the new package he can. Otherwise the effort of the manufacturer is lost. Many retailers content themselves with placing the new package on the shelf where the old type was placed and letting it go at that. But the more enterprising merchant seeks to complete the circuit of manufacturer-to-merchant-to-customer by making the package as conspicuous

a part of his stock as it deserves to be. Hence he is spending time and thought in developing methods of display for retail sales.

The use of steel wire display racks and stands of various sizes and styles fits into the modern package idea

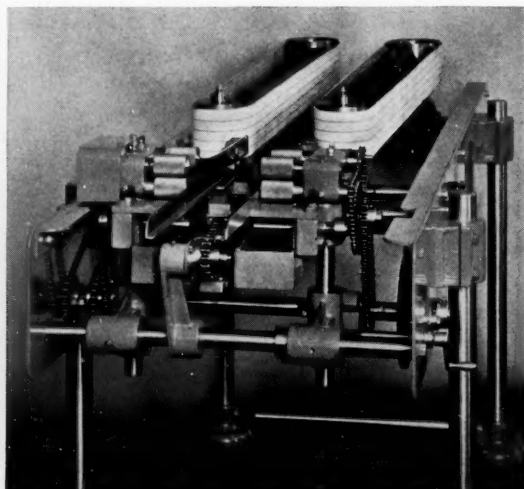
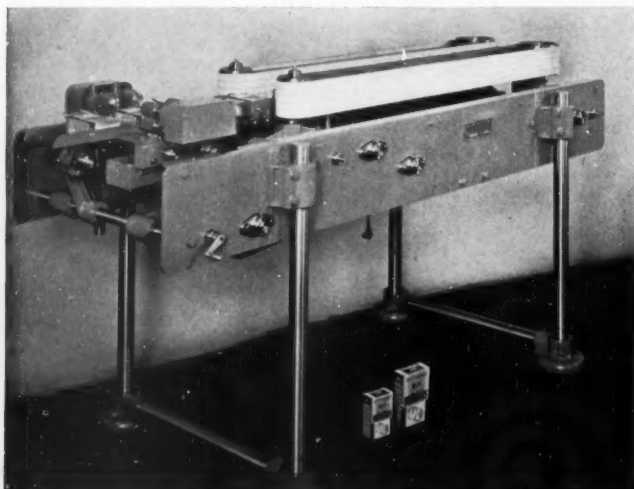
like a glove, because the slender steel wire permits the package to display itself in its best form, at the best point for such display. So states the Union Steel Products Company, of Albion, Michigan, which is specializing in a line of diversified display stands and racks, sturdily built of electrically welded steel wire. Some of these racks and stands are so unobtrusive as to be practically invisible and seem to hold the package unsupported on the counter or show case, and yet are absolutely safe and secure. The racks are compactly made so as to take up as little space as possible and give safety and security. They are available for bottled goods, cans of various sizes, packages of all types, and may be used singly or in groups of different sizes to create special displays on store counters or floors, or in show windows.

A NEW SIMPLIFIED CARTON SEALER

A new type of carton sealer, which claims several advantages in addition to that of economy, has recently been placed on the market by Amsco Packaging Machinery, Inc., 122 Centre St., New York. The stated features are as follows: Speedy sealing, 15 to 40 cartons per minute; extreme flexibility, handling a wide range of sizes with quick adjustability from one size to another; saving in floor space, particularly on large cartons—such as sanitary napkin packages—as new design allows for satisfactory adhesion in less space than has been required on standard sealers.

Among present users are the Ward Baking Company, New York, and the San-Nap-Pak Company of Chester, Pennsylvania.

These machines, one of which is shown in side and end view in the accompanying illustrations, glue and seal the top and bottom of cartons simultaneously. They require one operator to seal from 15 to 40 cartons per minute under ordinary operating conditions.



PICTURE YOUR PRODUCT

WITH A

STEINBACH PACKAGE MOUNT

(PATENT APPLIED FOR)

The Ideal Tie-up of
Package and Display



WHEN you get a dealer to display your package, that's fine. When you get a dealer to place your display material, that's fine too! **BUT**—when you make it possible for him to show **both YOUR PACKAGE** and an attractive, compact, low-cost piece of display material in a direct physical tie-up—that's about the finest combination you can get—and that's exactly what you get when you use a **STEINBACH PACKAGE-MOUNT**.

JUST CONSIDER THESE ADVANTAGES—

SIMPLE—one piece; easy to set up; no instructions necessary. Nothing complicated. A dealer simply snaps a Steinbach Package-Mount on top of one of your packages and there it is—ready to make sales for you.

TAKES BUT LITTLE SPACE—with display space at a premium dealers are glad to use Steinbach Package-Mounts because one takes no more room than one of your packages.

MORE THAN ONE TO A STORE—they take so little room that many dealers are glad to spot them in several places in their store. And their cost is so low that you can afford to give several of them to a dealer. This multiplies your display units—and your possibilities for sales for your product.

FOCUS ATTENTION on YOUR PACKAGE—which, after all, is the most important thing for you to show to your dealers' customers.

SUPPLEMENTS LARGER DISPLAY MATERIAL—they make an ideal supplement to the sales story you use on larger pieces of display material by bringing your package to the direct attention of the consumer.

ADAPTABLE to ANY SIZE or SHAPE of PACKAGE—a tailor-made fit for your package.

LOW UNIT COST—their relatively small size makes it possible for you to get a greater number of displays for a given amount of money. This means that you can put more of them to work and expose your product to more sales. They're great budget stretchers!



RIGHT NOW while Steinbach Package-Mounts are fresh in your mind—drop us a line, or mail the business reply card that accompanies this message. Let us submit samples or work with you on this new idea in sales-making displays.

A. D. STEINBACH & SONS
LITHOGRAPHERS

SALES OFFICE:
247 PARK AVE.
NEW YORK

FACTORY:
NEW HAVEN
CONNECTICUT

LICENSEE IN CANADA, THE DOMINION PAPER BOX CO., LTD., TORONTO

MARCH, 1935 93

HERE AND THERE IN THE PACKAGING INDUSTRY



The Packaging Machinery Manufacturers Institute held its semi-annual meeting and dinner the evening of March 7 at the Palmer House, Chicago. President H. H. Leonard outlined the activities of the organization in connection with the NRA, and other subjects of interest were discussed. About twenty-five were in attendance, including members of the Institute and representatives of business publications. Following the business of the meeting, an informal session of story telling was held, in which members proved their prowess in directions other than machinery manufacture.

The Perfumery and Cosmetic Institute announces the resignation of Charles A. Pennock as president, effective March 13, 1935. At a meeting of the Perfumery and Cosmetic Institute on March 14, Jean Depres was elected president to succeed Mr. Pennock.

Mundet Cork Corporation has announced that its Cincinnati office is under the direction of Frank M. Cushing. Although Mr. Cushing is a newcomer to the Mundet forces, he has enjoyed an extensive acquaintanceship in the brewing and bottling industries for the

past 20 years. He was formerly with the Graham organization, and more recently has been with Owens-Illinois. Mr. Cushing's territory will include southern Ohio, eastern Kentucky and West Virginia. The Mundet organization has also added Elmer Apmann to their sales forces. Mr. Apmann, a graduate of the University of Minnesota, will cover Iowa, Wisconsin and northern Illinois.

American Coating Mills, Inc., Carton Division, is the new designation of Illinois Carton and Label Corporation, Elkhart, Ind. This represents a consolidation of the American Coating Mills and the Illinois Carton and Label Corporation. The board mill will be known as American Coating Mills, Inc.

Container Corporation of America shows net profit of \$1,112,711 for 1934 against net profit of \$140,921 for 1933 and net loss of \$1,380,363 for 1932. After provision for current preferred stock dividends, the earnings amounted to \$1.58 per share on Class A Common Stock and \$0.79 per share on the Class B Common Stock. Walter P. Paepcke, president, states

FOR QUANTITY OUTPUT AND DEPENDABLE SERVICE INSTALL THE NEW 3 ROLL BECK DEMI SHEET CUTTER

Save money by buying your printed or plain wraps in rolls. Cut them into sheets when and as you need them.

SAVE THRU THE 50% INCREASED OUTPUT OF THIS NEW TYPE MACHINE

WRITE FOR PRICES TODAY

The Jogger Table Really Jogs—With 4 Moving Wings It Can't Help It. EVEN PILES SAVE TIME

The CUT-REGISTER ATTACHMENT (For Printed Material) This Little Hand Wheel Lets the Operator Control Speed of Material and So Keep the Cutting in Line With the Printed Register.

This Machine Will Handle Up to 3 Rolls of Plain Material at a Time. How Can You Afford to Put Along With Any Slower Method?

If You Wish, a Slitting Attachment & a Counter May Be Furnished. Write & We'll Tell You More!

CHARLES BECK MACHINE COMPANY

TERMINAL COMMERCE BLDG.

13th & Callowhill Sts.

Philadelphia, Pa.

in the report that since the close of 1934, a dividend of \$7.00 per share, amounting to \$84,462 on the outstanding Preferred Stock has been declared, payable on April 1, 1935. Mr. Paepcke also states that the preferred dividend requirements of 1934 were earned thirteen times over, and, "it should not take too long to pick up back payments, while taking care of future payments currently."

The C. E. Waltman Organization has increased its staff and moved to new and larger quarters at 737 N. Michigan Ave., Chicago.

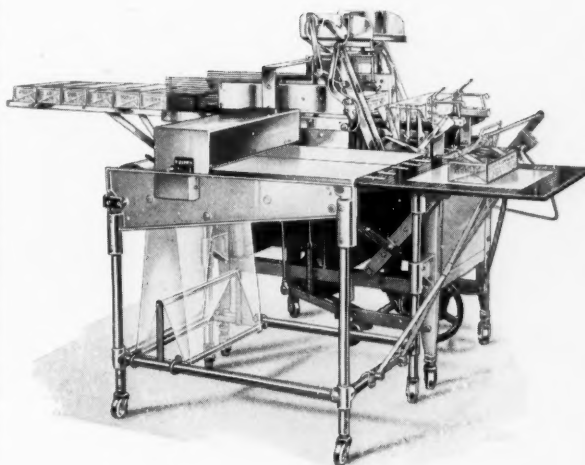
Factors contributing to the interest now being shown by many manufacturers in restyling their products, as pointed out by Mr. Waltman, are of new economic significance. With quality and price structures being standardized in many competitive lines today, factory executives are looking to improvements in style and eye-appeal to place their products in buyers' favor. Greatest activity in the designing field is reported to be in the home furnishing and home equipment field, due primarily to housewives insisting on having properly designed products.

Dodge Cork Company, Inc., announces the opening of a direct factory branch office and warehouse in San Francisco under the direction of Roland E. McCune. The new office is located at 231 Sansome St., San Francisco. A complete stock of corks and molded caps will be maintained for the serving of the Pacific Coast trade. In order to serve the Northwest more efficiently, the company is also opening a branch office in Seattle at 76 University Ave. under the direction of John B. Merifield.

Robert Gair Company, Inc., New York, has added to its Canadian interests The Corrugated & Container Company, Ltd., Hamilton, and Concord Shipping Containers, Ltd., Toronto. Both companies have been active in the shipping containers field in Canada and have a combined capacity of about 7500 tons a year. The business of both will be carried on with no change in management or representation.

Louis Dejonge & Company has announced the removal of its New York office and warehouse from 71 Duane St. to 155 Sixth Ave. Telephone Walker 5-1922.

Morris M. Einson, head of the Einson-Freeman Company of Long Island City, one of the largest lithography firms in the United States, announced on March 4 that the firm which he founded more than thirty years ago has been turned over to the control of a group of young men who have been associated with it for many years. N. Joseph Leigh, a member of the firm for fourteen years, has been elected president of the company, and Lawrence J. Engel, who has been with the Einson-Freeman Company for ten years, was elected executive vice-president, with Albert



★ **THE NEW**
"MILLER" WRAPPER-
SHEETER COMBINATION
BUYS ITSELF . . . IT
WRAPS PACKAGES . . .
CUTS SHEETS . . . SAVES
LABOR AND MATERIAL.
FOR ECONOMICAL
WRAPPING WRITE—

MILLER WRAPPING & SEALING MACHINE CO.

14 S. CLINTON STREET, CHICAGO



- - - Not only
Everything you need—
but
more
than
other
Containers
offer

Every package must protect its contents; that's only ONE of the qualities you get with HYCOLOID CONTAINERS. Extra protection comes because Hycoloid is unbreakable. In addition, you get either opaque or transparent colors beyond the range of ordinary containers, in beautifully processed labels which are part-of-the-package, and none of the bulk or weight which other containers cannot escape. For eye-appeal and buy-appeal with distinctive individuality use

Hycoloid

—unbreakable—

VIALS—BOTTLES—JARS—TUBES

—colorful—

Ask for details and samples:

HYGIENIC TUBE & CONTAINER CO.

42 Avenue L, Newark, N. J.

Hailparn and William G. Adams as vice-presidents, Francis D. Gonda, vice-president and secretary, and Leon Einson, treasurer.

Mr. Einson will remain with the firm as chairman of the Board of Directors, but is making arrange-



MORRIS M. EINSON

ments so that the business may be completely turned over, within a few years, to the group of young men who helped to build it up.

IN DEFENSE OF OLD LABELS

(Continued from page 82) only means by which these beverages can be improved, then every means whereby age may be indicated is a question of real importance to those engaged in the sales and advertising of them. While the proof of the pudding may rightly be considered to lie in the tasting of these goods, as that is out of the question, in advance of purchase, the next best thing is to have them display every possible evidence of having lived long, quiet, secluded lives under the most tender care.

I would not suggest that the consumer pay much attention to that out-worn gesture of the cobwebbed bottle on which the label is hardly distinguishable. True, there may be a few cellars on Long Island which still make it possible for the master to instruct his butler to bring up a bottle of *Chateau Haut-Brion, 1874*, but master and man both know that the cobweb and dust racket is just scenery to impress the uninitiated, for the real outward proof is to be found in the label, the genuine label, and the date it bears.

It might be worth mentioning here that any forging of a label of an ancient French brand of wine would probably raise more of a furore in that country than would the taking of like liberties with the coin of the country.

To my notion, from the standpoint of creating a market in the States for a good wine, it would be a greater crime to ignore its ancient label.

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The informed Frenchman knows full well that age is not so important as a general guide to excellence as the question of the exact year. He knows that a red Bordeaux of 1924 is actually a finer wine than was that of 1919, and much better still than that of 1913. There have been but ten "grand years" in the Bordeaux region in the last 64 years. Yet few of us will ever taste any of those "grand year" vintages and what is more we will be very content with wines from any of the 42 "good and fair years" that region has had in the last 64 years.

So when it comes down to sales problems it is well to keep to the known type of label used to indicate the year as well as the ancient label carrying the registered brand mark of the chateau or vineyard or ancient house which has guarded the reputation of its wines so carefully that it makes a point of letting you know its bad years as well as its good ones.

This question of keeping to old labels is quite as important in matters of whiskey, for while many know today that whiskey does not improve from long bottling and that it requires the special qualities of a certain wood which has also been given special treatment to produce the smooth, oily mellowness which make up its taste, and bouquet, values. Yet, even so, the impression made upon the consumer mind by the sight of an old label is not to be ignored.

While many old labels are charming and of fine design, it is to be admitted that many others are of shocking appearance. Even so I maintain these ugly ducklings have a very useful service to perform. In some instances their very ugliness, their unquestionably crude and involved designs, bad lettering and gaudy appearance are but extra evidences of their long existence. It is hardly too much to say that in some cases "the uglier the better" should be the basis for judgment.

Not long ago I was asked to give an opinion on some newly designed labels for *whiskey* bottles, and also for *whisky* bottles, as the Scotch and Irish can't even agree on the spelling of that magic word. Legal reasons required that former labels be discarded. In the case of the Irish product it was fine old straight stock, while the Scotch article was, as is usual with it, a blend carrying a goodly proportion of grain spirit. Both groups of labels were as god-awful in appearance as an African chieftain could desire. The only addition I could suggest to make them perfect was the selection of paper which would complete the early Victorian impression. And I claim those labels will help to sell those brands to people who will decide that they have discovered something choice, something old, which has never been subjected to the methods of mass and rapid production.

Another little problem with which I recently became involved had to do with the bottling of a very fine old Irish whisky which had passed the tests of the U. S. Pharmacopoeia and was to be sold through drug stores for its virtues. I was not treated fairly at the moment this bottle and label were shown to me, for no explanation concerning marketing was given. I saw priceless old whisky which had been lying for more than ten years in ancient sherry casks; a whisky as choice as

ATTACH STAMPS OR TAGS to CASES and KEGS in 1/2 to 1/8 the time



The Bostitch Stapling hammer is the ideal tool for quickly applying labels, stamps or tags to kegs or cases. The staple can be driven into the hardest wood, providing a neat, secure method of fastening. It speeds up labeling and shipping operations . . . and does so at a minimum cost. Because of its multiple advantages, it is now in use in hundreds of breweries and liquor plants.

Investigate this unusual tool. Write now to the Bostitch Sales Company or clip the attached coupon for full information.

BOSTITCH SALES COMPANY

East Greenwich, R. I.

Please send descriptive folders on Bostitch fastening and merchandising methods.

MP-3-35

Name
Address
City State

AGAIN WORLD LABELER Wins in All America



Old Guard Distilled Dry Gin Bottle—an attractive package successfully labeled by Improved World Labeler.

The World's most flexible labeler—Model S Improved—is made in various types to label any size bottle, from small vials to gallon jugs.

Economic Machinery Company extend hearty congratulations to Distillers Brands, Inc., of Cincinnati, Ohio, on the success of their attractive package.

ECONOMIC MACHINERY COMPANY
Worcester, Massachusetts

Makers of Complete Line of Automatic and Semi-Automatic Labelers

much brandy parading under a haze of Napoleonic romance, put up in the most commonplace medicine bottles with the most commonplace labels as though produced behind some country drug store's prescription counter. It was a perfect idea, and that whisky will bring the fancy price it deserves. Some one might design a more efficient fiddle, perhaps some one has done so, but it will be a long time before it gets the worship, and a longer time before it will bring the price of a Stradivarius.

Modern furniture has caught the public fancy, as fumed oak and Morris chairs once did; but to the appreciable few who yet can pay what is required to secure a Queen Anne sideboard or a Louis XIV divan the values of the fine old things go up rather than down.

And so it is with certain products which can yet be put on the market in quantity. This applies to practically all beverages which can be classed as wines or spirits. They may rest in casks and hogsheads until a short time before they are bottled for consumer delectation; but that has nothing to do with it when display and advertising values are concerned. It's age people want, and its evidence of this age, outward as well as inward evidence, which appeals. In fact wine coming from old-looking bottles which carry odd old-looking labels gives the consumer the impression of tasting better. And who can say it does not taste better, just as drinking from fine crystal as compared with gulping from a cup adds to the pleasure of the occasion.

There is something to be said about bottles, too. While no one can deny the beauty, utility and cleanliness which the modern bottle displays over the ancient article, I still hold that for wines and spirits the closer the bottle can adhere to its pre-machine ancestor's appearance, the better it will serve as a sales agent.

I am not concerning myself with the matter of identity in this instance, for we know full well that many old established products have changed their containers and straightway helped sales. Also I admit that to many of the consumers of today the oddly shaped bottles and jugs once familiar to former generations mean nothing.

What I am really concerned with from the position of helping to sell quality spirits and wines and liqueurs is that it seems nothing short of damn-foolishness to modernize the appearance of beverages, or for that matter any other article, which owes its chief merit to its age. Even as those early reporters voiced the folly of putting new wine in old bottles, so I report against the folly of putting old wine in new bottles.

Give the consumer the thrill of purchasing, if not always the actual old container with its quaint labels, then at least as perfect as possible a reproduction of that sacred thing.

What is also to be considered is that the consumer will continue to advertise the old container by displaying it on his sideboard, on his dining table, and may even preserve it as a souvenir. Old shapes, old lettering, old designs, old reproductions of old chateaux, coats of arms and costumes—they all belong to the service of old beverages.

ALUMINUM TUBES AND CONTAINERS

(Continued from page 77) thicker and stiffer than that of ordinary tubes, yet the annealed side walls are as limp as the walls of a tube of other metal. This sturdy construction is an advantage in tubes used for thick, viscous materials where considerable pressure must be exerted to the sides of the tube wall, as well as in the case of volatile materials which generate gas pressure in hot weather. In the larger sizes, aluminum tubes are frequently employed for cements, paint, ink, greases and cleaners which are subjected to rough handling.

In using aluminum tubes for alkaline pastes and cream, some manufacturers have experienced a certain amount of difficulty, due to the tendency of the alkali to corrode the metal. By adding minute quantities of inhibiting materials to these pastes and creams, this chemical reaction may be avoided. Coatings have also been created which will protect the interior surface of the aluminum tube from this danger.

The hardening effect of cold working on aluminum is utilized in the forming of the crimp when the tube is closed. The folds are stiffened to the extent that it is possible to use the aluminum tube without the use of clips. With modern closing equipment using the "clipless closure," an especially effective seal can be obtained for the tubes.

Aluminum collapsible tubes are produced in a wide range of sizes, from tiny tubes less than two inches in length for medical compounds and samples, to giant ten-inch containers, two and a half inches in diameter, for pitch, grease and paint. In between is a wide variety of tubes carrying not only shaving cream and tooth paste, but ointments, salves, beauty creams, liquid adhesives and other familiar products.

Aluminum tubes may be had with different sized nozzles or with auxiliary applicators of various shapes and uses. A "fish tail" end may be used where it is necessary to extrude a thin ribbon. Other forms are obtainable for filling in cracks and crevices. The applicators have standard threads so that a choice of ends is available for each tube.

ALTHOUGH collapsible tubes are perhaps the most important products made by the extrusion process for the packager, there are other types of containers made in this manner which should be mentioned. Tiny aluminum pill boxes are frequently extruded, their side walls being, of course, unannealed and much heavier than those of collapsible tubes. Vial cases for medical use are similarly made.

In the field of cosmetics, cream jars and powder boxes are examples of extruded aluminum, while sometimes aluminum tops are used on jars made of other materials. Frequently, aluminum containers are colored by means of the Alumilite process, which imparts to the surface of the aluminum a rich lustre that is highly effective. The method involves the dipping of the containers in special dyes, the surface of the metal having been previously treated electrochemically



OBTAIN PROMINENT DISPLAY
FOR YOUR PRODUCT
WITH

LUSTEROID CONTAINERS

These distinctive packages are so unusual and new that retailers are glad to use them for display.

The buying public is equally intrigued by their attractiveness and obvious advantages.

Result: Sales in increasing volume.

LUSTEROID CONTAINER COMPANY, INC.

Formerly Lusteroid Division of The Silcock-Miller Company

10 PARKER AVENUE, WEST
SOUTH ORANGE NEW JERSEY



Add
DISTINCTION
 to your boxes
 —at no added cost

The difference between a box, which by its very appearance conveys an air of quality, and a mediocre box, lies all too often only in design . . . for without fine design, fine boxes are impossible.

The house of Ferdinand Buedingen has built its reputation as a "Quality" box manufacturer by a constant emphasis on the perfect execution of fine design. To achieve the latter we maintain an experienced and highly competent Designing Staff. To insure the former we have kept our plant—even through the depression—well staffed and fully equipped with every modern device for the production of fine boxes at a minimum cost consistent with quality.

And by doing both, we have maintained and increased our list of satisfied customers . . . a list to which we would like to add your name. May we discuss your requirements and place our Designing Staff at your disposal? Write to—

FERDINAND BUEDINGEN COMPANY
 INCORPORATED
 ROCHESTER, N. Y.

to build up a heavy oxide coating. The coating absorbs the dye, making the finish virtually a part of the metal itself. Highly resistant to abrasion and available in a wide variety of colors, Alumilited containers offer a number of interesting possibilities. In some containers, etching and stop-off printing are combined with the Alumilite finish to create unusual effects.

Less well known is the use of extruded aluminum bottles for shipment of essential oils. This type of container has no effect on the oils and at the same time is unbreakable. Risks of shipping are greatly reduced, simplifying packing and insuring both manufacturer and customer of more satisfactory service and delivery. Aluminum bottles are without seams or welds and are produced from hard, thick-bottomed extruded cans. Their size varies according to their intended use, the range being from one-half ounce to two-quart capacity.

BROMO-SELTZER ENDS A PACKAGE HEADACHE

(Continued from page 66) Survey of liquor dealers, may be interpreted as a definite indication of the growing understanding of the importance of packages in display and sales upon the part of merchants throughout the country.

Obviously, too, a change such as this requires large, expensive and extensive changes throughout the packaging line. Here, the Emerson Drug Company has taken the bull by the horns and installed carefully planned and entirely new equipment on all that part of the line which pertains to the cartoning.

The Pneumatic Scale filling equipment, the Consolidated Packaging Machinery Company's capping equipment and the McDonald labeling equipment formerly used has been retained to bring the bottles from the cleaning machines through the filling process to the point of cartoning. At this point three Redington cartoners have been installed. The first, for the small size package has a capacity of one hundred and fifty packages a minute. The second, working on the medium size, operates at a speed of a hundred and forty a minute. The third, for large family and dispensing sizes, will operate at a speed of a hundred and twenty-five a minute.

Coincident with the introduction of cartons, a change has been made in the shipping practice of the company. Here, the cartons formerly used for packaging dozens, half dozens or groups of three bottles together for shipment (depending on the size of the bottle) have been replaced by bundle wraps. These are being applied by a bundling machine of Package Machinery Company manufacture. After cartoning and bundling, the packaging line returns to a previously used piece of equipment—the Standard-Knapp carton sealer which Emerson Drug has utilized for a number of years.

Credit: To American Coating Mills, Inc., Carton Division (until recently known as the Illinois Carton and Label Company) for production of all cartons.



Good design and good printing characterize the new valve boxes used by Burnham Boiler Corporation which are produced by the paper box division of The Warner Brothers Company

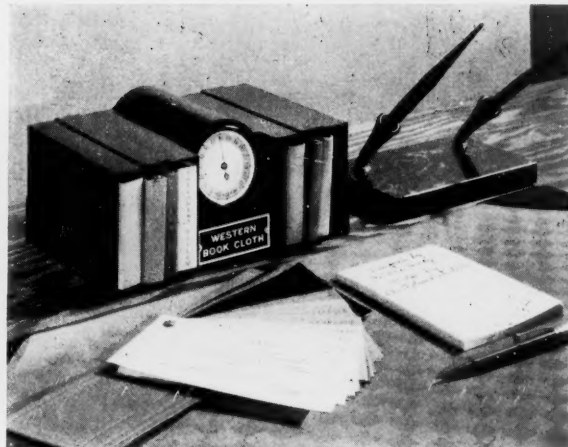
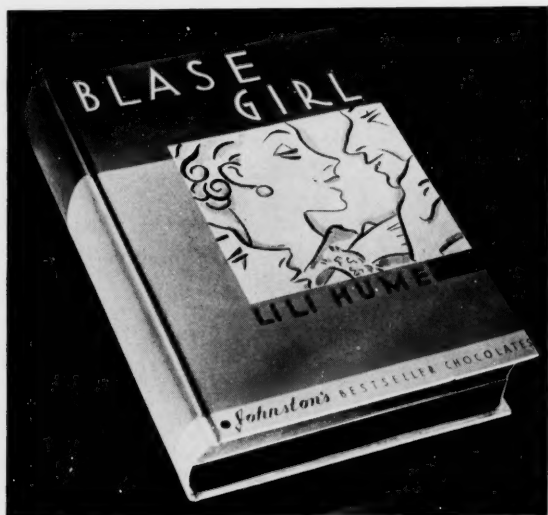
FOR DOUBLE-DUTY MERCHANDISING

THE box-book combination package shown in the accompanying illustration has as its purpose the cooperative marketing of two products, a book being one part and either candy, cigarettes, playing cards, etc., occupying the box half of the combination.

It is the expressed idea of the invention, on which patents have been issued, to combine the best features of two potential gift items into the sales appeal novelty and economy of one.

Books whose cost for illustration and typesetting, etc., come high because circulation is usually limited to less than 25,000 may be produced with these costs sharply reduced by the normal circulation of the candy field which runs far in excess of hundred thousand quantities.

Either new fiction created for the purpose on a sort of Literary Guild basis or reprints of the Modern Library type would serve for titles. This book arrangement would have the added advantage of selling quantity



THIS SAMPLE CASE

quickly finds a permanent place on the Purchasing Agent's Desk. Molded of lustrous black Bakelite (with Airguide to tell the temperature) it provides the buyer instant access to samples of Western Book Cloth.

Keep **your** product constantly before the buyer, if you are looking for increased sales.

Our Merchandising and Design Departments will cooperate with you.

Write us now.

CHICAGO MOLDED PRODUCTS CORP.
2142 Walnut Street Chicago, Ill.

Bakelite Durez Plaskon Beetle Tenite

A FEW REMAINING COPIES OF THE 1935

PACKAGING CATALOG*

are available

They're going fast, but for the next few days we can still accept orders for the Packaging Catalog, at a special price of \$2.00.

Place your order immediately. Money will be refunded if all available copies have been sold before receipt.

MODERN PACKAGING

425 FOURTH AVE. N.Y. C.

* Packaging Catalog . . . Over 130 pages of editorial matter, the prime source of packaging information. Thirty pages of Buyers Directory information listing thousands of sources. Over two hundred pages of advertising . . . samples, swatches, information, pictures. You can't afford to be without it.

A TALK ON PROFITS

by: *Ad Hesive*

AD SAYS: STAR wrapping composition for the paper box trade requires no preliminary preparation. It can be melted right in the glue pot, prevents warping and blistering, and is sold at a very interesting price.

Our Star non-warp glue is for the same purpose and, because of its high concentration, is very economical.

The Star line includes adhesives for every type of packaging work.



BINGHAM BROTHERS COMPANY

(Founded 1849)

All Kinds of Rollers and Adhesives

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**MOST INTERESTING
HOTEL in CHICAGO**

Located in the heart of Chicago's gay Rialto with its brilliant night life...yet close to stores, offices and railroad terminals.

**HOTEL
SHERMAN**

Favorite Chicago Home of American Business Men
1700 Rooms from \$2.50
Home of the College Inn.
DRIVE YOUR CAR RIGHT INTO HOTEL SHERMAN

CHICAGO

through advertising succeeding titles in the preceding packages.

It would seem obvious that such an arrangement would lend itself to such other uses as cards with a book, offered jointly by a publisher and a playing card company; with pointers by leading authorities on how to play various card games, plus two decks of fine cards with the box. Patents on the box-book are owned by Design Engineers, Inc., 745 Fifth Ave., New York.



For the Corn Products Refining Company, Arthur S. Allen designed these Kre-Mel packages. The color scheme of each label has been selected as that being the most appropriate for its contents

"GIVING THE PUBLIC WHAT IT WANTS"

(Continued from page 65) *Greater Opportunity for Salesmanship.* The station attendant can now actually pick up an attractively labeled package of motor oil and expound its added virtues to the prospect: freedom from substitution and contamination; full measure; full protection to the motor and to the motorist's pocketbook.

A Cleaner, More Attractive Station. With canned oil there are no messy oil drip pans within the station building. No breakage of oil bottles and spilled oil about the grounds. No unsightly oil measures or bottles. No greasy hands or dripping of oil on mudguards or running boards.

Easier Handling. A case of twelve one quart cans of motor oil weighs approximately thirty pounds. A full drum of oil weighs in the neighborhood of three hundred and seventy-five pounds. A child can carry a case of canned oil, while a fifty gallon drum of bulk oil taxes the strength of the strongest man.

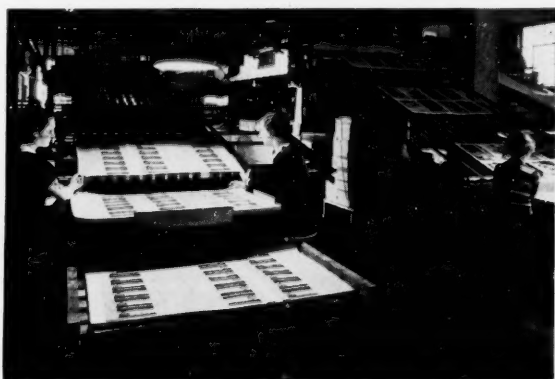
In closing let it be added that The Texas Company has set the pace in the refining industry by giving the public what it wants—a motor oil of the highest quality, in sealed cans...“at a quarter a quart.” Canned motor oil is in the tempo of today. As a nation, we demand the right to buy practically every type of commodity in sealed packages. Canned motor oil is here to stay because, believe it or not, *the consuming public knows how it likes to buy.*

We prophesy that in the years ahead, we will enjoy an era of economical, carefree, trouble free motoring never experienced before—thanks to the many benefits derived from sealed-at-the-refinery canned motor oil.

"SPIRITED" LABELS

(Continued from page 45) The other main component is manila gum; rosin may or may not be added. With these components, it is possible to make a number of combinations to meet different requirements. However, the proposition is not so simple because precautions must be taken in the manufacture to obtain and maintain a light color. In addition, special containers must be used so that the goods do not discolor after they reach the consumer.

Label varnish is applied by roller coating. The material being coated is picked up and passed over a roll wetted with varnish. The sheets then proceed on a belt conveyor and, depending on the type of machine used, may or may not pass through an oven for rapid drying or evaporation of the solvent. Drying with the oven type machine requires about forty seconds while with the room temperature machine, about three minutes are required. The average machine coats a thousand sheets an hour, but there are machines in operation which coat as high as eighteen hundred.



Delivery end of press applying Sherwin-Williams spirit label varnishes at the Dymeat Company plant

The common troubles encountered in the use of spirit label varnishes are (1) lack of gloss, (2) bubbling, (3) sticking or blocking and (4) discoloration.

CLOSURE CORROSION?



Reg. U. S. Pat. Off.

SOLVES THAT PROBLEM, TOO!

5 Important Advantages:

1. Prevents closure seepage and corrosion
2. Saves all clip expense.
3. Uses shorter tubes.
4. Prevents product deterioration.
5. Uses simplified closing equipment.

WRITE FOR FURTHER INFORMATION

to the following tube makers licensed to supply WESTITE process tubes

Atlantic Manufacturing Co., Newark, N. J.
New England Collapsible Tube Co., New London, Conn.
Pennsylvania Collapsible Tube Co., Williamsport, Pa.
Standard Specialty & Tube Co., New Brighton, Pa.
A. H. Wirz, Inc., Chester, Pa.
or direct to the



FJSTOKES MACHINE CO.

Packaging Equipment since 1895

5970 Tabor Road

Olney P. O.

Philadelphia, Pa



What an ideal HOTEL for your CONVENTION!

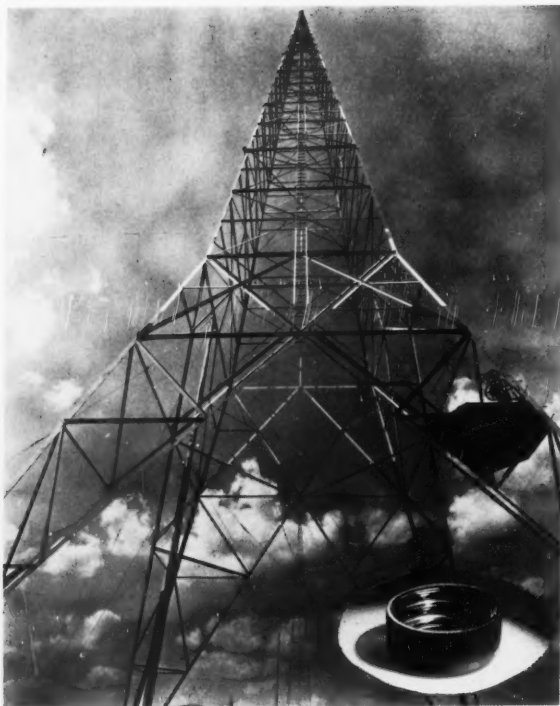
Unequalled facilities and perfect location directly on the Boardwalk—Just a few minutes from the World's largest convention hall—Convenient to all transportation—Ample parking space and private garage. Complete Hotel Service.

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LET us quote you on your requirements. Hundreds of dies and molds available for Lead and Tin Collapsible Tubes, Aluminum and Nickel Plated Cork Tops, Polished Coppered Can, Sprinkler Tops, Screw Caps, Aluminum & Colored Zinc Capped Corks, Lead and Tin Coated Spouts, Metal Specialties. Over 75 years' experience in meeting the needs of packagers. Call upon us for aid.

Consolidated Fruit Jar Company
New Brunswick • New Jersey

1. Lack of Gloss

(a) The most frequent cause of trouble is a poor grade of paper. It must be considered that spirit label varnishes must be applied to all types of paper, ranging from one which has a porosity comparable to a blotter up to high glazed papers. The poorer and more open pore papers never give a very satisfactory job even if two coats of varnish are applied. In cases where inks are used, those inks which seal the paper and form tight films in themselves, also hold out the varnish, and a high gloss product is obtained.

(b) A label varnish which is improperly formulated will not have the correct flow and the resulting coating will not be smooth nor have a high gloss.

(c) Lack of gloss may be caused by the use of insufficient material to give a build. This, of course, is easily remedied by letting up the pressure on the roll or increasing the viscosity of the varnish. However, the trouble is seldom traced back to this cause.

2. Bubbling

This type of failure is caused when a varnish is not sufficiently reduced or improper solvents have been used. Too heavy a coating will cause bubbling because the solvent entrapped in the film forms a bubble of solvent vapor which bursts after the varnish has become too solid to heal the rupture. Experience has shown that a mixture of varnish maker and painter's naphtha and alcohol has greater solvent strength for manila gum, causing a better flow with less chance of any bubble formation.

3. Sticking or Blocking

(a) Sticking of the sheets which, in some cases, results in a pile of sheets forming a solid block, is a danger encountered when using varnishes of high rosin content. This trouble generally occurs on hot, humid days when the drying conditions are not good, and can be remedied by racking the sheets in piles of only twenty or thirty.

(b) Blocking is also experienced with rosin-free varnishes and is caused by the gelatinous, partially soluble portion of manila gum. This tendency can be overcome by having the varnish properly aged or clarified in which case the gelatinous portion is removed from the gum.

4. Discoloration

Paleness is desirable so as not to alter the color of the inks or show yellow over the white portion of a label. This is obtained by applying the thinnest coat consistent with satisfactory gloss and using a label varnish made from a resin which gives a pale solution.

The Sherwin-Williams' laboratories have found that by observing these few precautions in applying spirit label varnishes, uniformly good results can be obtained—providing, of course, a properly made varnish is used. The advantages of spirit label varnish in better gloss and more lasting protection have been proved by its increased usage in the packaging industry.

PACKAGE IDENTIFICATION AND PROTECTION

(Continued from page 48) have been a bit peeved that, up to now, the research establishment has concerned itself so extensively with shipping containers and to so limited an extent with unit packages. The recent report, "Technic of Determining the Causes of Damage to Package Goods in Storage and Transit," offers a practical guide book, from an authoritative source for packagers who wish to study the damage hazards with a view to reducing losses. The specialist who is responsible is Associate Engineer T. A. Carlson and he puts forth a formula that is based on practical demonstrational experiments. His most illuminating try-out consisted of a survey of canned foods in fibre boxes. The study covered 105 carloads of package goods delivered to a grocery warehouse in Chicago. There was an analysis not only of the nature of the damage to the boxes but of the kinds of force causing the damage to the boxes. One outcome is to afford proof of the need for elimination or reduction of certain transportation hazards, such, for instance, as the damage from "punctures," holes or openings pierced through an outer container to such extent as to injure the unit packages within.

SMALL packages are in no more danger of being regulated to death under the Copeland Bill, as drawn for the 74th Congress (S. 5), than they are under the present Federal Food and Drug Act. The Secretary of Agriculture would continue to have power to grant exemptions to small packages from the standard requirement that every package shall bear a label containing the name and place of business of the manufacturer, packer, seller or distributor and an accurate statement of the contents in terms of weight, measure or numerical count.

PACKAGERS have a bigger stake than some have realized in the project now waiting the O.K. of Congress for reclassification of the patents on file at the U. S. Patent Office. The purpose of the proposed reshuffling is to speed up the dispatch of business at the Patent Office and bring about a generally more efficient administration. It is not merely a case of reclassifying the package design patents, although that is important. All the classes of mechanical patents that embrace containers or closures having mechanical features would have to be revised and in not a few instances the revisions would have to be made in accordance with new definitions corresponding to the advances which have been made in the packaging arts. It is claimed that if all package patents are reclassified, the result will be not only to speed the turnover of applications for new patents but will enable the package examiners to rule more accurately on the presence or absence of novelty in each fresh candidate for protection. This last should spare packagedom some of the law suits that arise over invalid patents.

NEW LIGHT ON ADHESIVE PROBLEMS

ADHESIVES are tricky things. If the formula is just right the job goes through the plant like a song. But when the formula is wrong—"I!"—"I!" Upaco Research Engineers have helped hundreds of box and carton plants and packagers everywhere in developing Adhesive formulas which provide the perfect Adhesive for the particular job. They can put new light on your Adhesive problems—and, incidentally, provide you with a distinct saving in many cases.

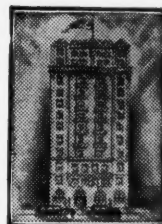
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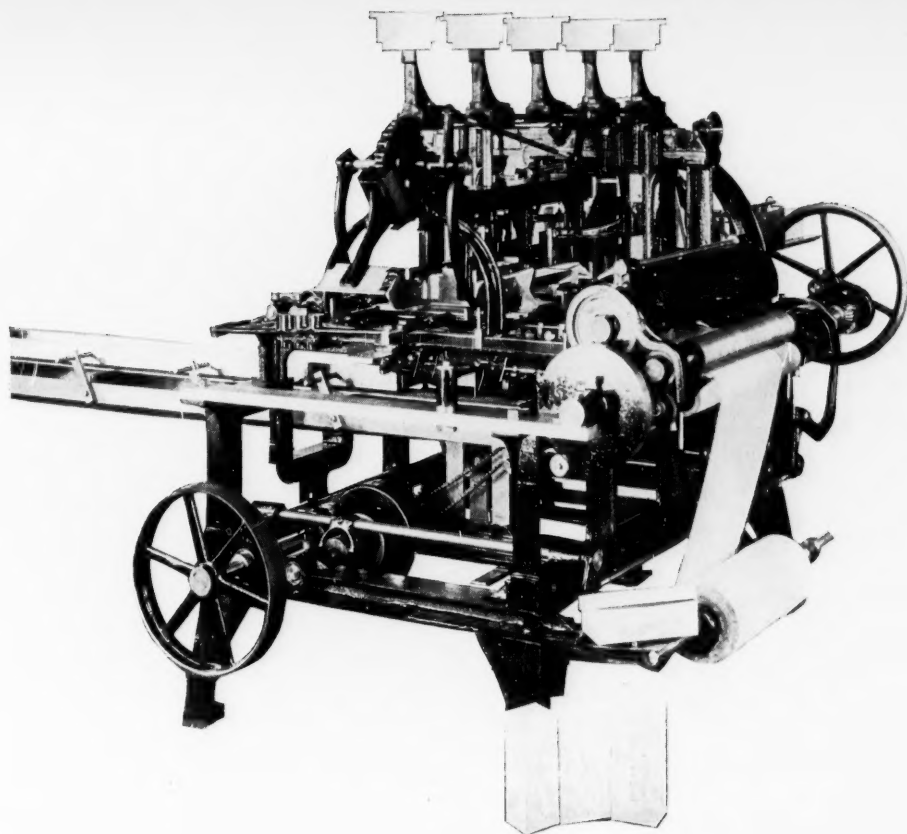
J. SUGARMAN, Manager



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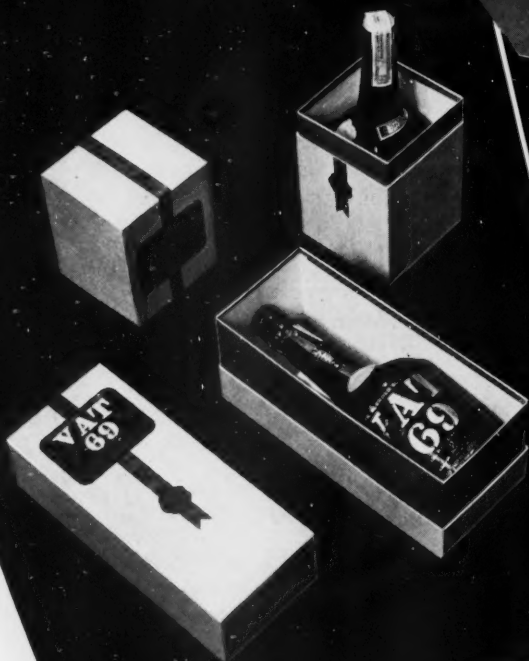
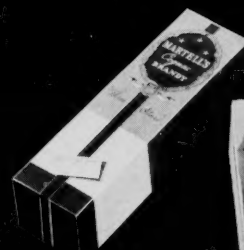
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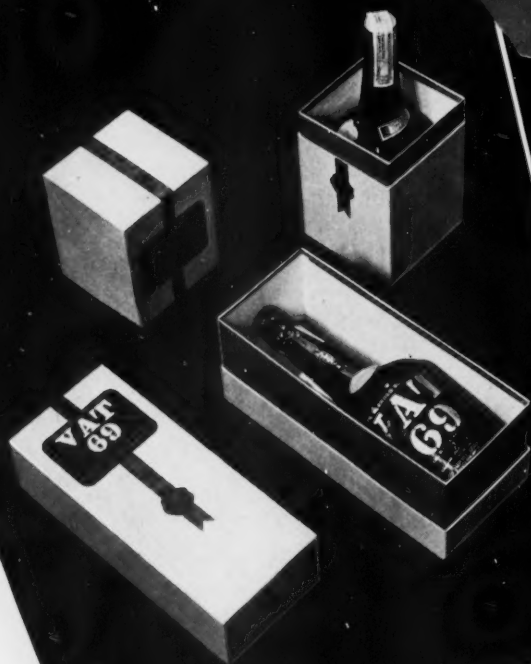
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A good Christmas package isn't planned in a day . . . and a good Christmas package can jump your day sales. Moral: get going on this year's package soon.

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Victrol's 1935 Christmas package included a black molded belt box of modern design with a decorative metal inlay on the cover. Their other belt package is a streamlined cigarette box and ash tray. Christmas sets of cuff links and evening studs were packaged in a flat cigarette case molded of black Durez. Pioneer's interesting belt containers included an oblong box with an ivory piston top and the bottom molded of lustrous black Durez. Their other container is a cylindrical package with appealing lines and curves, making a useable cigarette box when the belt is removed.

The Swank (Baer & Wilde) evening stud set, is packaged in the rich mottled brown box with a metal inlay on the cover.

The Community Plate gift silver package is of unusual design with the top molded in green Plaskon and the fluted base molded of black Durez.

The cribbage board, molded of red and black Durez would make an unusual gift box for neckties, etc. The fact that it's a fine gift in itself makes a sizeable mark-up possible.

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